



Module Specification

International Business Context

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Part 1: Information

Module title: International Business Context

Module code: UMSDHT-15-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: Understanding the Business and Economic Environment
(Business, International and Management) 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

In addition the educational experience may explore, develop, and practise but not formally discretely assess the following:

Skills in independent learning, group work, critical evaluation, discussion and debate
Verbal (including presentation) and written communication skills

Outline syllabus: The indicative content below outlines the broad coverage of the module:

Internationalisation and globalisation

The nature of the global economy

Introduction to PESTLE analysis

The Political Context

The Legal Environment

The Demographic and Socio-Cultural Context

Macroeconomic Context

Environmental Factors and CSR

Globalisation and New Technologies

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning includes 36 hours of lectures and workshops.

Independent learning includes approximately 110-120 hours engaged with essential reading, preparation for workshops and assignment preparation and completion.

Extensive use will be made of Blackboard for guided independent study work; to support students' learning; to facilitate interactions between students e.g. for group project work. Students will also be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module.

Module delivery is based on 3 hours of scheduled learning and teaching activities per teaching week (36 hours in total). This contact time will be a combination of

lectures and workshops. Workshops will provide opportunities for in-class preparation for assessment and formative feedback. This pattern of delivery will be supported by electronic means, in the form of a Virtual Learning Environment.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Apply the PESTLE framework to understand how the external environment acts to influence the activities of international business organisations

MO2 Describe the interconnected trends that constitute the globalisation of markets and society

MO3 Identify and describe the main features and trends in the international business environment

MO4 Assess the regulatory, political and economic frameworks that international organisations have to work within

MO5 Understand how cultural and social factors provide both opportunities and constraints for international organisation

MO6 Discuss different national economies and the issues they face in responding to globalisation

MO7 Understand and apply key macroeconomic theories that underpin the operation of global business

MO8 Understand the ethical and environmental considerations that underpin socially-responsible business activity

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umsdht-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umsdht-15-1.html>

Part 4: Assessment

Assessment strategy: The module assessment will enable demonstration of students' achievement of the stated learning outcomes through the application of concepts, theories models and practical insights covered across the module curriculum.

Summative assessment will evaluate the cumulative understanding developed by students over the course of the module of the material introduced in the module lectures and applied in a workshop setting. Students will have the opportunity for formative feedback and guidance on assessment throughout the module. Student engagement will be encouraged through a clear link between in-class activities and the summative assessment. Ongoing and summative feedback will be provided to students in order to facilitate ongoing development beyond the module. Education for Sustainable Development (ESD) will be considered in the module assessment through consideration of environmental considerations and connections to Corporate Social Responsibility. Students will be referred to the University's word count policy as appropriate.

The module assessment has two tasks;

Task A – An online open book exam. This will assess students understanding, application and critical assessment of concepts, theories and practical aspects of the module content. This component of assessment will selectively assess elements of the module by students can expect to be assessed on any dimension of the module. The assessment criteria for this component covers: understanding of key concepts and ideas, critical insight and evaluation, linking theory to practice, and aspects of academic practice.

Task B – A 1500-word report requiring students to draw on material covered in the module to a particular context of their choosing (for instance, nation state). Discussion and preparation of this student-driven assessment will form part of the workshop programme, as will opportunities for ongoing student feedback on

progress. The assessment criteria for this component include: critical analysis and evaluation, application of core concepts, wide reading and independent research, presentation and structure and academic practice.

Assessment components:**Report (First Sit)**

Description: Report (1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Examination (Online) (First Sit)

Description: Take home exam with online blackboard submission (24 Hours) 2000 words

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Report (Resit)

Description: Report (1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Examination (Online) (Resit)

Description: Take home exam with online submission in 24 hour period. 2000 words.

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Business [Frenchay] BA (Hons) 2023-24

International Business {Foundation} [Frenchay] BA (Hons) 2022-23