



MODULE SPECIFICATION

Part 1: Information			
Module Title	International Business Context		
Module Code	UMSDHT-15-1	Level	Level 4
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Strategy and International Business
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	Understanding the Business and Economic Environment (Business, International and Management) 2020-21		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes.</p> <p>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</p> <p>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</p> <p>Teaching and Learning Methods: Scheduled learning includes 36 hours of lectures and workshops.</p> <p>Independent learning includes approximately 110-120 hours engaged with essential reading, preparation for</p>

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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.

Part 3: Assessment

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 components:

Component 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.

Component 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.

First Sit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	50 %	Take home exam with online blackboard submission (24 Hours) 2000 words
Report - Component B		50 %	Report (1500 words)
Resit Components	Final Assessment	Element weighting	Description
Online Assignment - Component A	✓	50 %	Take home exam with online submission in 24 hour period. 2000 words.
Report - Component B		50 %	Report (1500 words)

Part 4: Teaching and Learning Methods

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Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Apply the PESTLE framework to understand how the external environment acts to influence the activities of international business organisations	MO1
	Describe the interconnected trends that constitute the globalisation of markets and society	MO2
	Identify and describe the main features and trends in the international business environment	MO3
	Assess the regulatory, political and economic frameworks that international organisations have to work within	MO4
	Understand how cultural and social factors provide both opportunities and constraints for international organisation	MO5
	Discuss different national economies and the issues they face in responding to globalisation	MO6
	Understand and apply key macroeconomic theories that underpin the operation of global business	MO7
	Understand the ethical and environmental considerations that underpin socially-responsible business activity	MO8
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/umsdht-15-1.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2020-21

International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2020-21

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20