



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Theory and Practice of International Business				
Module Code	UMSDKG-15-2	Level	2	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Strategy and International Business		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	BA (Hons) International Business				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	International Business (UMSD7R-15-2)	Module Entry requirements	N/A		
First CAP Approval Date	2 February 2016		Valid from	September 2016	
Revision CAP Approval Date			Revised with effect from		

Review Date	September 2022
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> Understand the patterns of international trade and investment underlying internationalised business activity and relate them to theoretical frameworks. (Component A, B) Demonstrate an understanding of drivers of international trade and firm-level global competitive advantage. (Component A, B) Acknowledge some of the impacts trade and investment activity have on both host of home nations. (Component A, B) Appreciate the range of motivations for such activity and various modes of conducting them. (Component A, B) Articulate more practical aspects of international business and engage with different strategic options presented to businesses as they extend their activities across international borders. (Component A, B)
Syllabus Outline	<ul style="list-style-type: none"> Introduction to Theory of International Business Strategy and organization of multinational firms Modes of foreign-market entry Strategic Alliances Exporting Global production and outsourcing

	<ul style="list-style-type: none"> • Global marketing • Global HRM 																														
Contact Hours	Scheduled contact will be 3 hours per week; this will consist of a combination of weekly lectures and seminars supplemented by occasional guest speakers.																														
Teaching and Learning Methods	<p>Scheduled learning - The pedagogy focuses on student-centred teaching and learning. In this context, each weekly lecture is supported by a seminar which further enhances the student learning by focusing on “learning by doing”. Thus, students will engage with a case study or an activity which relates to the weekly lecture.</p> <p>Independent learning - Students will also work in teams for their coursework thus enabling “collaborative learning” process and they will need to engage with in-class presentation design and delivery in these teams. The students will also have to engage with essential reading for this module and prepare independently for weekly readings.</p>																														
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="459 862 1369 1249"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam Coursework: Group report (based on in-class group presentation) Practical Exam: Group oral presentation</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table border="1" data-bbox="571 1686 1264 1921"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>50%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>30%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>20%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	50%	Coursework assessment percentage	30%	Practical exam assessment percentage	20%		100%
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Reading Strategy	There is a recommended text for this module. Along with this core material, students are expected to build up their knowledge and understanding through reading appropriate journal articles, monographs, edited collections, and organization reports. Guidance on reading will be given in each lecture.																														

	Additional support is provided through the library by means of information and academic skills sessions and self-directed online tutorials available via the University Study Skills website, supported by the online library enquiry service.
Indicative Reading List	<p>Core textbook – Hill, C. (2012) <i>International Business: Competing in the Global Marketplace</i> (9th edition), McGraw-Hill/Irwin.</p> <p>Indicative reading list – Daniels, J. D., Radebaugh, L. H. & Sullivan D. P. (2016) <i>International Business: Environments and Operations</i> (11th edition), Prentice Hall. Bartlett, C. and S. Ghoshal. (2010) <i>Transnational Management: Text, Cases, and Readings in Cross-Border Management</i>. New York: McGraw-Hill. Cavusgil, S.T., Knight, G. & Reisingerger, J. R. (2008) <i>International Business: Strategy, Management and the New Realities</i>, Prentice Hall. Spulber, Daniel F. (2011) <i>Global Competitive Strategy</i>. Cambridge: Cambridge University Press. Merchant, H. (2007) <i>Competing in emerging markets: Cases and readings</i>, Routledge.</p>

Part 3: Assessment

Assessment Strategy	<p>The assessment is designed to give students three different types of evaluation for their learning progress (in-class presentation, report writing and exams).</p> <p>The Component B of assessment is a group work and consists of presentation as well as report. The in-class group presentation builds on the learning outcomes of this module and is expected to reflect the analytical ability of students to analyse how international businesses manage to achieve global competitive advantage. An individual mark will be allocated for each student's personal contribution to the presentation (equivalent to 10% of the overall module mark) The in-class group presentation is supported with 1000-word group report on the case company and further refinement of the analysis presented in the class. The report will also provide an opportunity to students to reflect on their work in groups and critically evaluate their experience of managing individuals' and teams' efforts. The two-hour exam, Component A, intends to measure students' ability to synthesize knowledge on international business.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A: 50%	B: 50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Examination (2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. In-class group presentation	40%	
2. 1000 word group report	60%	

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Examination (2 hours)	100%
Component B Description of each element	Element weighting (as % of component)
1. 1500 word individual report	100%
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	