



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Theory and Practice of International Business		
Module Code	UMSDKG-15-2	Level	Level 5
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	International Business 2020-21		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> See Learning Outcomes</p> <p><b>Outline Syllabus:</b> Introduction to Theory of International Business</p> <p>Strategy and organization of multinational firms</p> <p>Modes of foreign-market entry</p> <p>Strategic Alliances</p> <p>Exporting</p> <p>Global production and outsourcing</p> <p>Global marketing</p> <p>Global HRM</p> <p><b>Teaching and Learning Methods:</b> 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</p>

## STUDENT AND ACADEMIC SERVICES

learning by focusing on “learning by doing”. Thus, students will engage with a case study or an activity which relates to the weekly lecture.

Independent learning - The students will have to engage with essential reading for this module and prepare independently for weekly readings.

### Part 3: Assessment

The online exam, Component A, intends to measure students’ ability to synthesise knowledge and research on international business, addressing contemporary issues in the field (Brexit, impact of coronavirus on international trade, USA-China trade wars, etc.).

First Sit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	100 %	On line Examination (2000 words)
Resit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	100 %	On line Examination (2000 words)

### Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Understand the patterns of international trade and investment underlying internationalised business activity and relate them to theoretical frameworks.	MO1
	Demonstrate an understanding of drivers of international trade and firm-level global competitive advantage.	MO2
	Acknowledge some of the impacts trade and investment activity have on both host of home nations.	MO3
	Appreciate the range of motivations for such activity and various modes of conducting them.	MO4
	Articulate more practical aspects of international business and engage with different strategic options presented to businesses as they extend their activities across international borders.	MO5
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	114
	<b>Total Independent Study Hours:</b>	114
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	36

## STUDENT AND ACADEMIC SERVICES

	<b>Total Scheduled Learning and Teaching Hours:</b>	36
	<b>Hours to be allocated</b>	150
	<b>Allocated Hours</b>	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/modules/umsdkg-15-2.html">https://uwe.rl.talis.com/modules/umsdkg-15-2.html</a></p>	

<b>Part 5: Contributes Towards</b>	
<p>This module contributes towards the following programmes of study:</p> <p>International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20</p> <p>International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20</p> <p>International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20</p> <p>International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20</p> <p>International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19</p> <p>International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19</p>	