



## **Module Specification**

### **Theory and Practice of International Business**

Version: 2023-24, v2.0, 25 May 2023

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>4</b>
<b>Part 5: Contributes towards .....</b>	<b>5</b>

## Part 1: Information

**Module title:** Theory and Practice of International Business

**Module code:** UMSDKG-15-2

**Level:** Level 5

**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:** International Business 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

**Outline syllabus:** Introduction to Theory of International Business

Strategy and organization of multinational firms

Modes of foreign-market entry

Strategic Alliances

Exporting

Global production and outsourcing

Global marketing

Global HRM

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

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

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

**MO1** Understand the patterns of international trade and investment underlying internationalised business activity and relate them to theoretical frameworks.

**MO2** Demonstrate an understanding of drivers of international trade and firm-level global competitive advantage.

**MO3** Acknowledge some of the impacts trade and investment activity have on both host of home nations.

**MO4** Appreciate the range of motivations for such activity and various modes of conducting them.

**MO5** Articulate more practical aspects of international business and engage with different strategic options presented to businesses as they extend their activities across international borders.

**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://readinglists.uwe.ac.uk) via the following link <https://uwe.rl.talis.com/modules/umsdkg-15-2.html>

## **Part 4: Assessment**

**Assessment strategy:** The online exam, Task 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.).

**Assessment components:**

**Examination (Online)** (First Sit)

Description: On line Examination (2000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Examination (Online) (Resit)**

Description: On line Examination (2000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

International Business {Dual} [Taylors] BA (Hons) 2022-23

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

International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22