



MODULE SPECIFICATION

Part 1: Information			
Module Title	International Business Development		
Module Code	UMCDNK-12-3	Level	3
For implementation from	September 2017		
UWE Credit Rating	12	ECTS Credit Rating	6
Faculty	Business and Law	Field	Business and Management Cross-Disciplinary
Department	BBS: Business and Management		
Contributes towards	N/A		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	Prior completion of two years of university-level study (aproximatelly120 ECTS credits)		

Part 2: Description
<p>This module is delivered over the course of a Summer programme of study taking place over two weeks, incorporating a combination of classroom teaching, personal study time, presentations by guest speakers, and company visits. This module will introduce students to the contemporary global business environment and how it presents both challenges and opportunities for businesses and entrepreneurs.</p> <p>The module will enable students to develop a critical understanding of the conduct of international business in a range of countries, considering a range of functional areas of business organisations. The module will also consider the mind-set and personal attributes associated with effective cross-cultural working and management.</p> <p>Specific topics covered in the module include:</p> <ul style="list-style-type: none"> • Conducting business across borders • Global business context • Strategic decision-making • Global marketing management • International HRM • Business innovation and growth • Sustainability and internationalisation • Cross-cultural communication and management <p>Students will take part in a variety of team-building projects in a multicultural learning environment designed to sharpen their problem solving, group working, presentation, and cross-cultural communication skills.</p>

Part 3: Assessment**COMPONENT A**

- Individual presentation identifying key global business challenge in home country (25%)

This task will require students to reflect on specific challenges and/or opportunities that their local, regional or national context presents for business or management. The assessment will encourage pre-reading and preparation for the intensive programme of study that follows.

COMPONENT B

- Group report aligned (2000 words max, 50%);
- Summative group presentation (25%)

To enable sharing of cross-cultural insights in preparing a response to the assessment brief and to develop capabilities among students in working with others from diverse national and cultural backgrounds. Group task will require applying theory associated with aspects of international business practice to a practical business problem.

Students will receive online support via Blackboard for preparation of the individual assessment (Component A). Over the course of the module students will receive ongoing support and opportunities for formative feedback from module tutors.

The supervised group report and presentation will minimise the opportunities for plagiarism and collusion within the cohort. In addition, the nature of the group task will minimise incentives for plagiarism from external sources. Safe Assign will be used to check for plagiarism for written submissions. The individual presentation will be highly specific to the local context and, therefore, plagiarism will not be possible.

Marks for the group presentation and report will be largely group-based, but will allow for an element of peer assessment regarding individual contribution to the preparation of the report and presentation. There will also be an individual element to the mark for the presentation itself.

Identify final timetabled piece of assessment (component and element)	Component B2	
% weighting between components A and B (Standard modules only)	A:	B:
	25%	75%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual presentation (approximately 10-15 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Group report (2000 words)	67%	
2. Group presentation (approximately 30 minutes)	33%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual presentation (recorded) (approximately 10-15 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Revised group report (2000 words)	67%	
2. Individual reflection on presentation feedback (500 words)	33%	

Part 4: Learning Outcomes & KIS Data																										
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> - Critically appraise the contemporary international business environment (A and B) - Demonstrate awareness of the challenges associated with conducting business across borders and critically evaluate alternative solutions to these challenges (A and B) - Understand and evaluate the ways in which different countries experience different challenges in the global business (B) - Demonstrate awareness of critical business issues within an international context (A and B) - Demonstrate an ability to work in cross-cultural teams and to present research findings both through group presentation and report (B) 																									
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5">Number of credits for this module</td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black;">12</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>120</td> <td>30</td> <td>90</td> <td>0</td> <td>120</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module									12	Hours to be allocated	Scheduled learning and teaching	Independent study hours	Placement study hours	Allocated Hours	120	30	90	0	120
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																									
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Reading List	<p>https://uwe.rl.talis.com/lists/0F7A2820-22B5-9190-9299-23260A1CF8DD.html</p>																									

FOR OFFICE USE ONLY

First CAP Approval Date	28 June 2017 link to RIA			
Revision CAP Approval Date		Version	2	Link to RIA