



## **Module Specification**

### **International Business**

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## Part 1: Information

**Module title:** International Business

**Module code:** UMSD7R-15-2

**Level:** Level 5

**For implementation from:** 2026-27

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**College:** College of Business and Law

**School:** CBL Bristol Business School

**Partner institutions:** The British College Nepal, Villa College

**Field:** Strategy and International Business

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** This module covers globalization, culture, ethics, economics, politics, trade, investment, internationalization, marketing, supply chains, and talent management in international business. It provides students with a comprehensive understanding of the complexities and challenges of international business, as well as the necessary tools and strategies for success.

**Features:** Not applicable

**Educational aims:** 1. to assist students in developing a critical understanding of the International Business environment  
2. to enable students to apply theories of international Business to real-world examples of companies and countries  
3. to provide opportunities for studying and evaluating strategies for managing global operations.

**Outline syllabus:** Globalisation and the scope and scale of International Business

Culture and Ethics in International Business

Economics and Politics in International Business

International Business in Theory – Trade and Investment

Country Attractiveness and Firm Internationalisation Modes – Trade

Ownership and Collaborative Internationalisation Modes

International Business Strategies and Organisation

International Marketing

Configuring and Coordinating Global Supply Chains

Global talent Management

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

**Teaching and learning methods:** The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

The scheduled contact hours for this course will be three hours per week. These hours will include weekly lectures and seminars, along with occasional talks by guest speakers. Each weekly session will focus on a seminar where students will learn through practical application of theory. Additionally, there will be a lecture to provide context for the upcoming week's seminar. To prepare for each session, students will be required to complete an essential reading.

Overall, the course is designed to provide an effective and engaging learning environment that facilitates active and collaborative learning. By using a combination of practical application, interactive learning tools, group work, feedback, and essential readings, students will be able to develop a deep understanding of the course material and apply it in their future careers.

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

**MO1** Demonstrate knowledge and critical understanding of the role of culture, ethics, economics, politics, society, and globalisation in International Business.

**MO2** Apply theories of International Business to company and country examples.

**MO3** Evaluate strategy and organisation alternatives for managing global operations.

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 0

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umsd7r-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umsd7r-15-2.html>

## Part 4: Assessment

**Assessment strategy:** The assessment is designed to evaluate the student's understanding of International Business concepts and theories and their ability to synthesise and apply knowledge in line with their programme of study.

For LO1, the student will be required to explain the role of culture, ethics, economics, politics, society, and globalisation in International Business. This will help the student in understanding how these factors impact international business and what measures can be taken to address them.

For LO2, the student will be asked to apply the theories of International Business to real-world examples of companies and countries. This will help the student in developing a practical understanding of the subject and how it can be utilised in the business world.

For LO3, the student will be expected to evaluate the strategy and organisation alternatives for managing global operations. This will help the student in developing critical thinking and decision-making skills, which are crucial for managing global businesses effectively.

The assessment design (presentation) allows students to present information properly, cite sources, paraphrase, and avoid accidental plagiarism to maintain academic integrity.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with

university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

**Assessment tasks:****Presentation (First Sit)**

Description: Individual recorded video presentation of case analysis with written notes

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Presentation (Resit)**

Description: Individual recorded video presentation of case analysis with written notes

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business and Management {Foundation} [Frenchay] - Withdrawn BA (Hons) 2024-25

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

Business and Management [BIBM] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26

Business and Management [NepalBrit] - Withdrawn BBA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

International Business Management [Frenchay] BA (Hons) 2025-26

Business and Management [Phenikaa] BA (Hons) 2025-26

Accounting and Business Management {Foundation} [Frenchay] - Withdrawn BA  
(Hons) 2024-25

Accounting and Business Management [Frenchay] BA (Hons) 2025-26