



**ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	International Management				
Module Code	UMSCQX-15-M	Level	M	Version	2
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Strategy & International Business		
Department	BBS (B & M)	Module Type	Standard		
Contributes towards	International Management				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements		
First CAP Approval Date	26 March 2015		Valid from	September 2015	
Revision CAP Approval Date			Revised with effect from		

<b>Review Date</b>	September 2021
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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"> <li>Demonstrate a systematic understanding of the challenges of managing across national boundaries</li> <li>Demonstrate a critical awareness of current issues in international management</li> <li>Apply academic knowledge to the problems of international management</li> <li>Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to aid the interpretation of case situations</li> </ul> <p>All the above learning outcomes are formally assessed through both Components A and B of the assessment.</p> <p>In addition the educational experience may explore, develop, and practise <u>but not formally discretely assess</u> the following:</p>

	<ul style="list-style-type: none"> <li>Working and learning as a team member</li> <li>Working and learning in intercultural and international teams, thereby gaining an appreciation of the complexity and challenges facing managers who operate in an international setting</li> </ul>																									
Syllabus Outline	<ol style="list-style-type: none"> <li>Globalizing Business</li> <li>Expanding Abroad: Motivations, Means, and Mentalities</li> <li>Understanding the International Context: Responding to Conflicting Environmental Forces</li> <li>Managing Foreign Exchange</li> <li>Investing Abroad Directly</li> <li>Entering Foreign Markets</li> <li>Managing Structure and Strategy: Integration, Responsiveness, and Flexibility</li> <li>Strategizing around the Globe: Corporate Portfolio Management</li> <li>Leveraging Capabilities Globally: Creating and Capturing Value at the Base of the Pyramid (BoP)</li> <li>Engaging in Cross Border Collaboration: Alliances and Acquisitions</li> <li>The Future of the Transnational: An Evolving Global Role</li> </ol>																									
Contact Hours	2 hour lectorial each week over 12 weeks. Format will be 1hr+ lecture and then a student led seminar activity in which students would make presentations on their allocated case studies to their peers.																									
Teaching and Learning Methods	<ul style="list-style-type: none"> <li>Teaching Strategy – This module will largely be taught by the case study method. Supporting lecturer-led analysis will be provided, but overall this module seeks to ensure that students are autonomous learners and can work in study teams to generate conclusions and solutions from the case material. At the start of the module guidance will be given to students on how to best use the case method as a means of learning.</li> <li>Learning Strategy – Students will need to prepare the necessary case material before class (essential reading), and their learning will be enhanced by team discussion prior, during and after the formal class.</li> <li>The study skills web pages provides support and guidance in a range of areas and specific guidance on information, and especially journal article searching, retrieval and evaluation will be provided within this module. This is in addition to that found in other modules in the programme.</li> </ul>																									
Key Information Sets Information	<table border="1" data-bbox="459 1485 1369 1872"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td style="border: 2px solid black;">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> </thead> <tbody> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p data-bbox="403 1906 1406 1966">The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p data-bbox="403 2000 914 2056"><b>Written Exam:</b> Unseen written exam <b>Coursework:</b> Written assignment or essay</p>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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150	36	114	0	150																						

Total assessment of the module:					
Written exam assessment percentage				50%	
Coursework assessment percentage				50%	
				100%	

**Reading Strategy**

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a large range of journals (both print and electronic) and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Students will be presented with opportunities within the programme curriculum (especially the Dissertation and Research Methods module) and within this module to develop their information retrieval and evaluation skills, in order to identify appropriate resources effectively.

This module is supported by Blackboard, where students will be able to find all necessary module documentation, to include guidance on Further Reading within the module handbook/outline. Direct links to information resources will also be provided from within Blackboard.

**Essential reading.** This module is supported by a set textbook. The set text is currently:

Peng, M. (2013). Global business. Cengage learning. [ISBN:9780324360738]

Other required reading will be provided either in a module resource pack or will be electronically retrievable via Blackboard or from the library directly.

**Further reading** – Further Reading will be required to supplement the set textbook and other provided readings (see above). The purpose of this Further Reading is to ensure students are familiar with current research, classic works, and material specific to their interests from the academic – often journal – literature. Suggested Further Reading by topic will be indicated in the module handbook/outline provided at the start of the module. However students are also expected to employ their own initiative and discretion in selecting appropriate Further Reading that will support their study. It is expected that students will engage with the academic journal literature on this subject, and as such are likely to use articles from some of the following indicative academic journals in their further reading: *Journal of International Business Studies*, *Journal of World Business*, *International Business Review*, *Academy of Management Review*, and *Academy of Management Journal*, as well as using more practitioner focused material found in publications such as the *Harvard Business Review* and the *MIT Sloan Management Review*. Access to all these publications is available through the library, and most are available electronically.

**Indicative Reading List**

**Indicative Reading List** – To supplement the guidance on reading given above, the following list is offered to provide students, potential students, validation panels and accrediting bodies with an indication of the type and level of information that those enrolled on the module may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, current advice on readings will be available via other more frequently updated mechanisms. All the following books can be found in the UWE library, and the classification number in square brackets follows each reference.

Ajami; Goddard (2014) *International Business – A course on the essentials*, 3<sup>rd</sup> edn.

	<p>M.E. Sharpe [ISBN: 978-0-7656-3134-3].</p> <p>Bartlett, C., Ghoshal, S., and Beamish, P. (2011) <i>Transnational Management: Text and Cases</i>, 6th edn. McGraw-Hill [ISBN-10: 007813711X]</p> <p>Cullen, B., Parboteeah, K. (2014) <i>Multinational Management: A strategic approach</i>, 6th edn, Cengage Learning. [ISBN-13: 9781285094946]</p> <p>Deresky, H. (2014) <i>International Management: Managing Across Borders and Cultures</i>, 8th ed, Pearson [ISBN: 10 0-273-78705-5].</p> <p>Dicken, P. (2007) <i>Global Shift: Mapping the changing contours of the world economy</i>. Sage [ISBN: 9781412929554; 338.09 DIC]</p> <p>McFarlin, Dean B. (2005) <i>International management: strategic opportunities and cultural challenges</i>. Houghton Mifflin Co [ISBN: 0618519831; 658.049 MAC]</p> <p>Morschett, D., Schramm-Klein, H. and Zentes, J. (2014) <i>Strategic International Management: Text and Cases</i>. Gabler Verlag [ISBN-13: 978-3834925350]</p> <p>Peng, M., and Meyer, K. (2011). <i>International business</i>. London: Cengage Learning, [ISBN:9781408019566]</p> <p>Rugman, A. and Brewer, T. (2003) <i>The Oxford Handbook of International Business</i>. OUP [ISBN: 0199258414; 382 RUG]</p> <p>Rugman, A.M. &amp; Collinson, S (2012) (6th Edn). <i>International Business</i>, FT/Prentice Hall.</p> <p>Sweeney, P. and McFarlin, D (2014) <i>International Management: Strategic Opportunities and Cultural Challenges</i>, 5th Edition. Routledge. [ISBN-978-0-415-82528-3]</p> <p>Tulder, Rob van. (2006) <i>International Business-Society Management: linking corporate responsibility and globalization</i>. Routledge [ISBN: 0415342414; 658.408 TUL]</p> <p>Wall, M. (2010) <i>International Business</i>, 3rd edn, Prentice Hall/Financial Times. [ISBN-10: 0273723723]</p>
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<b>Part 3: Assessment</b>	
<b>Assessment Strategy</b>	<p>As much of the teaching and learning is based around case analysis, the module will also be assessed directly through case analysis. Formative assessment is provided from the start of the module through the case based classes, as students will prepare and lead case discussion, and hence benefit from class debate and commentary and feedback from the tutor.</p> <p>Summative assessment takes place at the end of the module, and has two components. Component A is a case-based examination, and Component B is a case based analysis drawing on a given theoretical lens submitted as coursework. Together this assessment will enable students to demonstrate that they have achieved the learning outcomes, and covered the syllabus. Component A, the examination, will also ensure that authenticity of student work.</p> <p><b>The Assessment:</b></p> <ul style="list-style-type: none"> <li>• Component A, the examination has 2 hour duration.</li> <li>• Component B , the case based analysis is a 2,000 word essay</li> </ul>

	Specific assessment criteria for both components will be published in the module handbook / outline each year. These will be constructed with reference to the generic <i>BBS Master's Level Assessment Criteria</i> , which will also be appended to the module handbook / outline.
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Identify final assessment component and element	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>50%</b>	<b>50%</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. 2 hour written exam	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. 2,000 word essay	100%	

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. 2 hour written exam	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. 2,000 word essay	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.		