



Module Specification

International Management

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Part 1: Information

Module title: International Management

Module code: UMSCQX-15-M

Level: Level 7

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: None

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.

In addition the educational experience may explore, develop, and practise but not

formally discretely assess the following:

Working and learning as a team member

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

Outline syllabus: The syllabus includes:

Globalizing Business

Expanding Abroad: Motivations, Means, and Mentalities

Understanding the International Context: Responding to Conflicting Environmental Forces

Managing Foreign Exchange

Investing Abroad Directly

Entering Foreign Markets

Managing Structure and Strategy: Integration, Responsiveness, and Flexibility

Strategizing around the Globe: Corporate Portfolio Management

Leveraging Capabilities Globally: Creating and Capturing Value at the Base of the Pyramid (BoP)

Engaging in Cross Border Collaboration: Alliances and Acquisitions

The Future of the Transnational: An Evolving Global Role

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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.

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.

Contact Hours:

2 hour lectorial each week over 12 weeks. Format will be 1hr plus lecture and then a student led seminar activity in which students would make presentations on their allocated case studies to their peers.

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

MO1 Demonstrate a systematic understanding of the challenges of managing across national boundaries

MO2 Demonstrate a critical awareness of current issues in international management

MO3 Apply academic knowledge to the problems of international management

MO4 Analyse and interpret data and information, evaluate their relevance and validity, and generate a synthesis to aid the interpretation of case situations

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://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: 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.

Summative assessment takes place at the end of the module, and has two tasks. Task A is a case-based examination, and Task 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. Task A, the examination, will also ensure that authenticity of student work.

The Assessment:

Task A, the examination has 2 hour duration.

Task B , the case based analysis is a 2,000 word essay

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 BBS Master's Level Assessment Criteria, which will also be appended to the module handbook / outline.

Assessment components:

Examination (First Sit)

Description: 2 hour written exam

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (First Sit)

Description: 2,000 word essay

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Examination (Resit)

Description: 2 hour written exam

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: 2,000 word essay

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study: