



### MODULE SPECIFICATION

Part 1: Information			
Module Title	International Business		
Module Code	UMSD7R-15-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Strategy and International Business
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> See Learning Outcomes</p> <p><b>Outline Syllabus:</b> Globalisation and international business</p> <p>Culture and international business</p> <p>Ethics in international business</p> <p>International trade, theory and policy</p> <p>Foreign direct investment (FDI)</p> <p>Foreign exchange risk management</p> <p>The strategy and organization of international business</p> <p>Market entry strategies</p> <p>Global production, outsourcing and logistics</p> <p>International business in emerging markets</p>

## STUDENT AND ACADEMIC SERVICES

**Teaching and Learning Methods:** Scheduled contact will be 3 hours per week. This will consist of a combination of weekly lectures and seminars supplemented by occasional guest speakers.

Each weekly session is focused around a seminar where students will 'learn by doing', plus a lecture to establish the context for the following week's seminar. In addition there will be an essential reading to be completed between sessions.

### Part 3: Assessment

The assessment is designed to give students two different types of evaluation for their learning progress (coursework and exam). The essay is expected to reflect the analytical ability of students to analyse how international businesses make strategic choices to attain competitive advantage. The exam intends to measure students' ability to synthesise knowledge on international business. These individualised tasks encourage students to experience various intellectual activities in and out of the classroom.

First Sit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	50 %	Examination with online submission (24 hours to complete exam). max 300 words per question
Written Assignment - Component B		50 %	Essay (1500 words)
Resit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	50 %	Examination with submission online (24hrs for completion). Max 300 words per question.
Written Assignment - Component B		50 %	Essay (1500 words)

### Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Demonstrate an understanding of global processes, opportunities and challenges associated with establishing and maintaining firms' competitive advantage over time.	MO1
	Evaluate the different strategic alternatives available to firms extending their activities across international borders.	MO2
	Explain what drives international business and the opportunities and challenges of establishing firms' operations abroad.	MO3
	Discuss how corporate and national differences affect performance of multinational enterprises.	MO4
	Explain the choice of international strategies in neutralising country risk factors.	MO5
	Differentiate between the different market entry strategies pursued by MNEs.	MO6
	Deal with a complex literature and show evidence of self-direction and originality in tackling the problems presented by the latest insights into international business practices.	MO7
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	114

## STUDENT AND ACADEMIC SERVICES

	<b>Total Independent Study Hours:</b>	114
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	36
	<b>Total Scheduled Learning and Teaching Hours:</b>	36
	<b>Hours to be allocated</b>	150
	<b>Allocated Hours</b>	150
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p><a href="https://uwe.rl.talis.com/modules/umsd7r-15-2.html">https://uwe.rl.talis.com/modules/umsd7r-15-2.html</a></p>	

### Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2019-20  
 International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20  
 Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20  
 Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20  
 Business Administration [Jan][FT][Northshore][3yrs] BSc (Hons) 2019-20  
 Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20  
 Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20  
 Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2019-20  
 Business and Management [May][SW][Villa][4yrs] BA (Hons) 2019-20  
 Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2019-20  
 Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2019-20  
 Business and Management [May][FT][Villa][3yrs] BA (Hons) 2019-20  
 Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2019-20  
 Business and Management [Jan][FT][Frenchay][3yrs] BA (Hons) 2019-20  
 Business Administration [Jan][SW][Northshore][4yrs] BSc (Hons) 2019-20  
 Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20  
 Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20  
 International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2019-20  
 International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2019-20  
 International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20  
 International Business Management [Sep][FT][NEU][3yrs] BA (Hons) 2019-20  
 International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20  
 Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19  
 Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19  
 Accounting and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20

STUDENT AND ACADEMIC SERVICES

Accounting and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20