



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: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: The British College Nepal, Villa College

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

Outline syllabus: Globalisation and international business

Culture and international business

Ethics in international business

International trade, theory and policy

Foreign direct investment (FDI)

Foreign exchange risk management

The strategy and organization of international business

Market entry strategies

Global production, outsourcing and logistics

International business in emerging markets

Part 3: Teaching and learning methods

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.

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

MO1 Demonstrate an understanding of global processes, opportunities and challenges associated with establishing and maintaining firms' competitive advantage over time.

MO2 Evaluate the different strategic alternatives available to firms extending their activities across international borders.

MO3 Explain what drives international business and the opportunities and challenges of establishing firms' operations abroad.

MO4 Discuss how corporate and national differences affect performance of multinational enterprises.

MO5 Explain the choice of international strategies in neutralising country risk factors.

MO6 Differentiate between the different market entry strategies pursued by MNEs.

MO7 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.

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/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 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.

Assessment components:**Written Assignment (First Sit)**

Description: Essay (1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO4, MO5, MO6, MO7

Examination (Online) (First Sit)

Description: Examination with online submission (24 hours to complete exam). max 300 words per question

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Written Assignment (Resit)

Description: Essay (1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO4, MO5, MO6, MO7

Examination (Online) (Resit)

Description: Examination with submission online (24hrs for completion). Max 300 words per question.

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management [Phenikaa] BA (Hons) 2022-23

Business and Management {Dual} [Taylors] BA (Hons) 2022-23

Business and Management [Frenchay] BA (Hons) 2022-23

Business and Management [Villa] BA (Hons) 2022-23

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Studies {Dual} [Aug][FT][Taylors][3yrs] - Withdrawn BA (Hons) 2022-23

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Business and Management {Dual} [Frenchay] BA (Hons) 2022-23

International Business Management [Frenchay] BA (Hons) 2022-23

International Business Management {Split Delivery} [Frenchay] BA (Hons) 2022-23

Business and Management [NepalBrit] BBA (Hons) 2022-23

International Business Management {Dual} [Taylors] BA (Hons) 2022-23

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Accounting and Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Accounting and Business Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Accounting and Management {Foundation} [Sep][FT][Frenchay][4yrs] - Withdrawn BA (Hons) 2021-22

Accounting and Management {Foundation} [Sep][SW][Frenchay][5yrs] - Withdrawn BA (Hons) 2021-22

Accounting and Business Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Accounting and Business Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22