



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	International Business				
Module Code	UMSD7R-15-2	Level	2	Version	1
Owning Faculty	Faculty of Business and Law	Field	Strategy and Operations Management		
Contributes towards	BA(Hons) Business and Management; BA (Hons) International Business; BA(Hons) Business Management with Tourism				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements		
Valid From	September, 2013		Valid to		

CAP Approval Date	QMAC Dec 11
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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"> - Demonstrate an understanding of global competitive advantage and the problems associated with establishing and maintaining global competitive advantage over time (Components A and B). - Appreciate the different strategic alternatives available to firms when they extend their activities across international borders (Components A and B). - Understand what drives international business and the opportunities and challenges of establishing international competitive advantage (Components A and B). - Analyse how corporate and national differences affects MNC performance (Components A and B). - Understand the process of international strategies neutralizing country risk factors (Components A and B). - Understand the process of international strategies working out to rule out certain market entry strategies (Components A and B). - Deal with a complex literature and show evidence of self-direction and originality in tackling the problems thrown up by the latest insights in managing across boundaries (Components A and B). - Work and learn in intercultural and international teams, thereby gaining an appreciation of the complexity and challenges facing managers who operate

	in an international setting (Components A and B).
Syllabus Outline	<ul style="list-style-type: none"> - 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
Contact Hours/Scheduled Hours	Scheduled contact will be 3 hours per week, this will consist of a combination of weekly lectures and seminars supplemented by occasional guest speakers.
Teaching and Learning Methods	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.
Reading List	Reading list link https://uwe.rl.talis.com/modules/umsd7r-15-2.html

Part 3: Assessment		
Assessment Strategy	The assessment is designed to give students two different types of evaluation for their learning progress (coursework and exams). The 1500 words coursework is expected to reflect the analytical ability of students to analyse how international businesses manage to achieve global competitive advantage. The two hour exams intends to measure students' ability to synthesize knowledge on international business. These individualized tasks encourage students to experience various intellectual activities in and out of the classroom.	
Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Examination (2 hours)	100%	
Component B Description of each element	Element weighting	
1. Course work (1500 words)	100%	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting
1. Examination (2 hours)	100%
Component B Description of each element	Element weighting
1. Course work (1500 words)	100%
<p>If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences.</p>	