

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Contemporary Issues in International Business		
<b>Module Code</b>			
<b>Level</b>	6		
<b>Credit Points</b>	20		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	CWEX100		
<b>Pre-Requisite Modules (if applicable)</b>			
<b>Delivered according to Standard Academic Calendar</b> YES / NO	<b>Long: 2 semesters</b>  YES	<b>Short: 1 semester</b>  NO	<b>Other delivery pattern:</b> <i>Please specify</i>

### 1 MODULE AIMS

The aims of this module are to:

- deepen the students' awareness of the importance of a range of contemporary issues and developments in international business;
- enable the students to evaluate the impact of such contemporary issues and developments on the conduct and performance of international business; and
- build on the main knowledge and skills developed at levels 4 and 5 and apply these to a range of contemporary issues and developments in international business.

### 2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. Adopt a critical approach to some of the major international developments in which have effects upon and/or are affected by international business;
2. Analyse the significance of a range of contemporary issues and events;
3. Evaluate the impact of such contemporary issues on international business; and
4. Develop autonomous research and learning capabilities and presentational skills.
5. Review current organisational issues in a chosen vocational area and produce a personal career development plan.

### **3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES**

Seminars will provide the opportunity for regular formative assessment and feedback relating to the directed learning components which take the form of set readings on specific topics to be presented, discussed and evaluated in seminars.

The group work will form 10% of the assessed course work and students will receive verbal and written feedback on their performance.

The individual written essay will form the remaining 20% of the assessed course work and students will receive individual written feedback and the opportunity to discuss this during a seminar when the essays are returned and feedback in general terms is provided by the tutor.

Summative assessment will be in the form of a 3 hour unseen written examination comprising 70% of the total assessment.

### **4 INDICATIVE MODULE CONTENTS / TOPICS**

The nature of this module means that the content will change from year to year to reflect developments in the global economy. The following list reflects the content chosen for the module during 2005/6.

#### **THE GLOBALISATION DEBATE**

- Definitions of globalisation. An outline of the key measures of its impact on the world economy. Alternative models of globalisation: hyperglobalists; sceptics and transformationalists. Key concepts.

#### **THE SPATIAL IMPACT OF GLOBALISATION**

- Aggregate trends in global economic activity. Global shifts in production, trade and investment. The development of the global triad. Regionalisation and localisation. Trans-border clusters of economic activity.

#### **GLOBAL TRADE AND GLOBAL MARKETS**

- Trade and globalisation. The historical development of world trading patterns. The infrastructure and institutionalisation of global trade. The impact of global trade relations on national economies, patterns of industrialisation and global industries.

#### **GLOBAL MARKETS AND PRODUCTION NETWORKS**

- The development of the Transnational Corporation (TNC). The shifting forms and location of TNCs. The role of TNCs in the development of global production networks. Multinational corporations and national economic performance.

#### **PATTERNS OF GLOBAL FINANCE**

- The international monetary system and financial globalisation. The historical development of global financial activity: The Gold Standard; Bretton Woods; Contemporary financial globalisation and possible future developments.

### **THE ROLE OF THE STATE IN A GLOBALISING CONTEXT**

- The concept of the state and its role in a globalising world. The ways in which the state regulates international business. States seen as competitors and states seen as collaborators. State policy in the industrialised countries. State policies in the newly industrialising and emerging market economies. Corporate power versus state power.

### **TECHNOLOGY AND ECONOMIC DEVELOPMENT**

- The role of technology in the globalisation process. Developments in information and transportation technologies. Production and technology. Indigenous development of technology and technology transfer. Knowledge transfer.

### **GLOBALISATION AND SUSTAINABLE DEVELOPMENT**

- An outline of the key issues of environmental concern. A definition of sustainable development. A consideration of the ways in which the globalisation process affects sustainable development. Reasons for the increasing pressure to respond to environmental concern. An outline and evaluation of the different ways that have been tried to combat the problem by the different stakeholder groups.

### **FURTHER INFORMATION ABOUT THIS MODULE**

**FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.**

### **THIS INFORMATION CAN BE FOUND IN**

The Module Booklet  
The Module Blackboard Site

**NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.**