

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Perspectives in International Business		
<b>Module Code</b>	44-4090-00L		
<b>Level</b>	4		
<b>Credit Points</b>	20		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 50% Exam 50%		
<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>	<b>Other delivery pattern:</b> <i>Please specify</i>

### 1 MODULE AIMS

The aims of this module are to:

- foster an understanding and appreciation of the environmental factors affecting international business operations.
- develop an understanding of why and how different types of firms engage in international business.
- develop an understanding of how nation states and governments participate in international business.
- raise an awareness of the ethical factors affecting international business operations.

### 2 MODULE LEARNING OUTCOMES

By the end of this module you will be able to:

- describe the main views on globalisation.
- identify the key elements of the international business environment.
- demonstrate an understanding of the different market selection techniques used in international business.
- differentiate between the different types of entry mode strategies.
- identify the main types of firms operating in international business.
- design an internationalisation strategy for a selected firm category.
- explain how and why governments intervene in international business.
- explain and understand how nations engage in international business.
- identify the key ethical factors affecting international business.

### 3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Learning will take place through a combination of lectures and seminars. There will be a fortnightly lecture, which will explain the main subject material, issues and concepts. This will be complemented by a weekly seminar, which will be used to undertake a range of learning tasks such as case studies, class discussions, small group work and role play exercises. The learning outcomes for the module will be assessed through a group report (2500 words) and a 2-hour examination.

#### ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%		No
2	Exam	EX	50%	2 Hours	No

### 4 INDICATIVE MODULE CONTENTS / TOPICS

- Introduction and Globalisation
- International cultural environment
- International political and legal environment
- International economic environment
- Country evaluation and selection
- Export and import strategies
- Collaborative strategies
- Foreign direct investment (MNE)
- Theories of international trade
- Government intervention in trade
- Ethical considerations

#### 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 HANDBOOK AND MODULE BLACKBOARD SITE.**

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

#### FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 1
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**MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	Y
<b>Single Referral Package for All Referred Students</b>	N

**REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review