

H9INTBS: International Business

Module Code:	H9INTBS
Long Title	International Business APPROVED
Title	International Business
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	FABIAN ARMENDARIZ- CORDOVA
Module Author:	FABIAN ARMENDARIZ- CORDOVA
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Synthesise classic international trade theories and contemporary International Business theories to appreciate the application of these to current globalised context.
LO2	Assess the main implications of globalisation on countries, companies and consumers and its influence on macroenvironmental factors. Especially with a focus on technological developments and global economic integration.
LO3	Appraise the value of analytical tools derived from the theoretical frameworks to support data sense-making and decision making on issues such as: international market screening, international expansion strategies and international markets entry modes, etc.
LO4	Appreciate the complexity of international business operations and the importance of the level of coordination required to produce value to the company and the customer.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	There are no additional entry requirements for this module. The programme entry requirements apply. No pre-requisites or co-requisites apply.

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Module Content & Assessment			
Indicative Content			
Globalisation and the international business environment. Globalisation as the context of International Business. Patterns and trends in international business. Globalisation and the Multinational Enterprise (MNE).			
International Trade Theory. Adam Smith's absolute advantage. David Ricardo's comparative advantage. Theory of factor proportions. Leontief Paradox. Overlapping Product Ranges Theory. The competitive advantage of nations.			
The Internationalisation Process. Internationalisation methods (entry modes). Eclectic Theory. Internalisation. Sequential Theory (Uppsala Model). International Product Life Cycle.			
International Corporate level Strategy Corporate level vs. business level strategy. Generic corporate level international strategies. Regional corporate level strategies			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	2,3
Non-Marked:	No		
Assessment Description: Learners will be given an essay-based project that requires them to analyse a particular international business issue within a case study. The learner must display an ability to assimilate and present information. The project will be graded according to clarity, structure, contemporary examples (that illustrate points made), reference to materials covered, theories and research in the field.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	50
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: The end of semester examination paper will be three hours in duration and containing six questions, with learners require to conduct a similar analysis as in CA (see above), but in a fresh case study. Answer to the exam questions will necessitate essay-style responses and marks will be awarded based on clarity, structure, depth of topic knowledge and evidence of outside core text reading.			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			
Reassessment Description Where a learner fails to achieve an average of 40% across all continuous assessment elements, they will be offered the opportunity to sit an examination testing all the learning outcomes attaching to this module. This repeat examination will be treated as a second sitting for the purposes of calculating the overall award classification of the learner.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Classroom and demonstrations	30	Per Semester	2.50
Directed Learning	Directed e-learning	30	Per Semester	2.50
Independent Learning	Independent learning	65	Per Semester	5.42
Total Weekly Contact Hours				5.00

Module Resources

Recommended Book Resources

Wall, S. & Minocha, S. (2015), *International Business*, 4th. FT Press London, UK.

Peng, M. & Meyer, K. (2019), *International Business*, Cengage Learning.

Ghemawat, P. (2005), 'Regional Strategies for Global Leadership', *Harvard Business Review*, 83, 12, pp. 98-108. (Available from the library).

Greenberg, E., Hirt, M. & Smit, S. (2017), *The global forces inspiring a new narrative of progress.*, *McKinsey Quarterly*.

Nambisan S., Zahra, S. & Luo, Y. (2019), 'Global platforms and ecosystems: Implications for international business theories', *Journal of International Business Studies*, 50, 3, pp. 92-102.

Supplementary Book Resources

Peng, M.. (2014), *Global Strategic Management*, 3rd International Edition. Cengage Learning.

Case Study (exemplar): Marozau, R. & Ivy, J., 2020, 'FireDoors: A Belarusian Company is Going Global', *SAGE Business Cases Originals*.

This module does not have any article/paper resources

Other Resources

[Website], EBSCO Host.

[Website], Proquest.

[Website], Springer.

[Website], Emerald insight.

[Website], SAGE Business Cases.

Discussion Note: