

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	International Business
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	6
<b>4</b>	<b>Module Code</b>	BUS6062

<b>5</b>	<b>Module Overview</b>
<p>The module provides you with an introduction to the main issues of international business. This module deals with the cultural, administrative, geographical and economic differences around the world and how these differences shape businesses today. Three fundamental issues that this module addresses are: (i) the differences among domestic, international and global firms; (ii) the attributes of multinational corporations (MNCs) and finally; (iii) the determinants of success in international business.</p> <p>The module discusses industry based view, resource based view and institution based view to understand the operational and strategic complexities of international markets. You will undertake internationalisation projects as part of your assessment to apply the theories. This module is delivered through lectures and extensive computing lab based workshops. The rationale of this module is to bring managerial realism into the classroom.</p> <p>The Professional Practice route will be delivered differently via block taught sessions with the assessment work-based.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module content will include:</p> <ul style="list-style-type: none"> <li>• Nature and Dimension of International Business</li> <li>• Theories of Trade</li> <li>• The MNCs</li> <li>• Industry/Competition Based View</li> <li>• Resource Based View</li> <li>• Institution Based View</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>		
	<b>On successful completion of the module, students will be able to:</b>		
	<b>1</b>	Outline, evaluate and critique the dominant theories of international business.	
	<b>2</b>	Evaluate the attributes and impacts of multinational firms.	
	<b>3</b>	Assess the impacts of global competition and institutional differences on businesses.	
	<b>4</b>	Construct business models for international expansion.	

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1 &amp; 4</b>	X		
<b>2 &amp; 3</b>	X		
<b>1,2,3 and 4</b>	X Professional Practice route only)		

<b>9</b>	<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	36 (28)	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	60 (100)	
<b>Private Study (PS)</b> includes preparation for exams	104 (72)	
<b>Total Study Hours:</b>	200 (200)	

**\*\*Professional Practice hours shown in () brackets.**