

Module specification

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Refer to the module guidance notes for completion of each section of the specification.

Module code	ONL507
Module title	International Business & Trade
Level	5
Credit value	20
Faculty	SLS
HECoS Code	100080
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business and Management	Core
BA (Hons) Management, Accounting & Finance	Core
BBA (Hons) Business Administration	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	20 hrs
Placement / work based learning	0 hrs
Guided independent study	180 hrs
Module duration (total hours)	200 hrs

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Initial approval date	12/08/2020
With effect from date	04/01/2021
Date and details of revision	
Version number	1

Module aims

This module aims to develop a critical and practical understanding of the concepts and principles of international business and trade and the ability to apply these concepts to the contemporary international business world.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Explain the main concepts and principles of international business and globalisation
2	Assess and apply the challenges of international business culture to realistic commercial situations
3	Critically evaluate the theories of international trade in terms of its commercial consequences
4	Demonstrate a practical understanding of the global financial system.
5	Apply the main concepts and principles of international business strategy to realistic commercial situations
6	Explain and evaluate the main functions of international business in terms of their commercial consequences.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Indicative Assessment One: An assignment consisting of a critical analysis of globalisation and/or international business culture. (max word count 750)

Indicative Assessment Two: a case study requiring an application of the principles of international trade or the global financial system to a realistic commercial situation (max word count 750)

Indicative Assessment Three: An assignment consisting of a critical analysis of international business strategy followed involving a case study requiring an application of the functions of international business to a realistic commercial situation. (max word count 1500)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Report	25
2	3, 4	Case Study	25
3	5, 6	Report	50

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. The assessments will comprehensively apply the student's knowledge of the international business environment with a variety of assessment types, namely a report, a case study and final report.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range of digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

Indicative Syllabus Outline

- Introduction – what is international Business? Globalisation and the world economy.
- International culture – the problems of political, economic, legal, cultural and ethical differences.
- International Trade – theory and barriers to trade.
- The global financial system – foreign exchange market; international monetary system; global capital market.
- International business strategy.
- The functions of International Business.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Hill, C & Hult, G. (2018) *'ISE International Business: Competing in the Global Marketplace'*, 12th edn, McGraw-Hill Education.

Other indicative reading

Collinson, S. & Narula, R. (2020) *'International Business'*, 8th Edn, Pearson Education.

Peng, M & Meyer, K. (2019) *'International Business'*, 3rd Edn. Cengage Learning EMEA.

Cavusgil, C, Knight, G. & Riesenberger, J, (2014) *'International Business: The New Realities'*, 4th Edn. Pearson.

Daniels, J. Radebaugh, L, Sullivan, D. (2018) *'International Business'*, 16th Edn, Pearson

Heydon, K. (2019) *'The Political Economy of International Trade'* Polity.

Websites:

www.managers.org.uk – Chartered Management Institution

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas. [Click here to read more about the Glyndwr Graduate attributes](#)

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication