

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS6C2
Module Title	International Business
Level	6
Credit value	30
Faculty	Wrexham Business School
HECoS Code	100080
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Business Management	Core
BSc (Hons) Business Management with Foundation Year	Core
BSc (Hons) Business Management (Top up)	Core

Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	36 hrs
Placement hours	0 hrs
Guided independent study hours	264hrs
Module duration (Total hours)	300 hrs

Module aims

This module aims to equip students with a critical understanding of the key concepts, principles, and theoretical frameworks underpinning international business and globalisation. It fosters analytical skills to explore the challenges of conducting business across borders, with particular emphasis on cultural dimensions and real-world commercial scenarios. Students will evaluate the strategic and functional aspects of international business operations, assessing their commercial implications in diverse global contexts. Module assessment will give the students an opportunity to demonstrate the ability to prepare a professional critical

study based on global business approach navigating the complex international environments with strategic insight and the requirement of cross-border operation efficiency over different work culture.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Evaluate the key concepts, principles, and theoretical frameworks underpinning international business and globalisation.
2	Analyse and apply the challenges of conducting business internationally, with particular attention to cultural dimensions and real-world commercial scenarios.
3	Critically evaluate the commercial implications of international business functions and strategies in diverse global contexts.

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.

Assessment 1: Students will write an essay that critically examines the strategic, functional, and cultural dimensions of conducting business in an international context.

The essay should focus on a selected multinational enterprise (MNE). Drawing on relevant international business theories and cross-cultural frameworks, students will analyse how globalisation influences business strategy, operations, and organisational culture.

The essay must demonstrate critical thinking, theoretical application, and contextual awareness. Students are expected to evaluate commercial implications, identify global risks, and reflect on ethical and sustainability considerations. The essay should culminate in well-supported insights and recommendations that show an understanding of the complexities of international business practice.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3	Written Assignment	2,500	100%	Oral Assessment

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end People and Culture module applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning. Students will have access to multiple learning opportunities including face to face and online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading.

An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business and management. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Welsh Elements

Students have an option to submit the assessments and receive feedback for the module in Welsh. Case studies and contextualised Welsh examples will also be implemented within the module where possible.

Indicative Syllabus Outline

1. Introduction to International Business and Globalisation
2. Theoretical Foundations of International Trade
3. Global Business Environment Analysis
4. International Market Entry Strategies
5. Global Business Strategy and Competitive Advantage
6. Cultural Intelligence and Cross-Cultural Management
7. International Business Functions: Marketing, HRM, and Operations
8. Risk Management in International Business
9. Ethics, Sustainability, and Corporate Social Responsibility
10. Emerging Markets and Global Trends
11. International Business Negotiation and Communication
12. Applied International Business Project

Indicative Bibliography

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

Essential Reads:

Hill, C.W.L. (2023), *International Business: Competing in the Global Marketplace*. 14th ed. New York: McGraw Hill.

Other indicative reading:

Cavusgil, S.T., Knight, G. and Riesenberger, J. (2025), *International Business: The New Realities -- Global Edition*. 6th ed. Harlow: Pearson Education Limited.

Collinson, S., Narula, R., Qamar, A. and Rugman, A.M. (2024), *International Business*. 9th ed. Harlow: Pearson.

Daniels, J.D., Radebaugh, L.H., Sullivan, D.P., Click, R.W. and Daniels, J.D. (2022), *International Business: Environments & Operations*. 17th ed. Harlow: Pearson Education.

Heydon, K. (2019), *The Political Economy of International Trade: Putting Commerce in Context*. Cambridge, UK: Polity.

Peng, M.W. and Meyer, K. (2023), *International Business*. 4th ed. London: Cengage Learning EMEA.

Websites:

www.managers.org.uk – Chartered Management Institute (CMI).

Administrative Information

For office use only	
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