

## Module specification

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Module Code	BUS7B65
Module Title	Critical Issues in International Business Management
Level	7
Credit value	30
Faculty	Wrexham University: Faculty of Social and Life Sciences] Bloomsbury Institute: School of Business and Accounting
HECoS Code	100078
Cost Code	GAMG

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
Master of Business Administration MBA	Core
MSc Management	Core

## Pre-requisites

None

## Breakdown of module hours

Learning and teaching hours	33 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
<b>Total active learning and teaching hours</b>	<b>33 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	267 hrs
<b>Module duration (total hours)</b>	<b>300 hrs</b>

<b>For office use only</b>	
Initial approval date	8 April 2022
With effect from date	June 2022
Date and details of revision	03/06/2024 – updated assessment strategy from July 2024.
Version number	2

## Module aims

This module seeks to reflect, reframe and refocus international business and globalisation in a changing global context marked especially by a Volatile-Uncertain-Complex-Ambiguous (VUCA) world. This foregrounds the combination of heightened geopolitical fallout from Brexit/Trump and the disrupted operations and responses of businesses as their worldwide interconnectivity has been seriously threatened from COVID-19. This also includes the momentum for business engagement and positive change from technological and demographic shifts as well as the 2030 Sustainability Agenda. The module will engage with recent debates at the frontier of international business, challenge a Eurocentrism still prevalent in business academia and deploy a nuanced understanding of multilateral spaces such as the UN and the Commonwealth (and their access to networks) to provide a critical, practical and purposeful understanding for a world in which business is international but also inclusive and impactful.

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

1	Identify and critically analyse contemporary critical business management issues from a global perspective.
2	Critically analyse and evaluate the impact of critical issues on business sustainability and develop appropriate responses to the challenges which the issues present.
3	Apply critical and diagnostic thinking to develop creative solutions to contemporary issues in the context of the UN's Sustainable Development Goals.

## 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 1:** Will take the form of a report (50% of module weighting 3,000 words equivalent). The Report will require the students to identify and critically analyse a range of critical global issues that have an impact on the world of business.

### Indicative Assessment 2:

Will take the form of a Portfolio (50% of module weighting, 3000 words), comprising two components of equal weighting

- Team Presentation (equivalent to 1500 words)
- Individual Reflective Account (1500 words).



The assessment will require students to work together collaboratively to critically analyse and evaluate the impact of critical issues on business sustainability and develop appropriate responses to the challenges which the issue presents. They will also discuss how the response developed in the presentation addresses the contemporary issues, taking account in the context of the UN's Sustainable Development Goals. Students will reflect individually, analysing how and to what extent their group solution addresses the challenge.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Written Assignment	50
2	3	Portfolio	50

## Derogations

None

## Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2 weeks of pre-reading and online activities.

The module is taught through lectures, seminars and workshops.

**Lectures** provide a broad outline structure for each topic to be covered. Lectures offer a good way of covering a lot of information and, more importantly, of conveying ideas to many people at once.

**Seminars** enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

**Workshops** follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

**Student digital literacies** are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Online group-work, for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365..

## Indicative Syllabus Outline

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### MACRO

- Megatrends and Global Shifts
- Globalisation (Drivers, Dynamics and Directions), Emerging Markets and Global Consumers
- International Business (IB) – MNEs and SMEs (including Born Digitals)

### MICRO

- Urbanisation and Innovation
- Automation, work and skills and Modern organisational structures
- Entrepreneurship and Enterprise Development including the Missing Entrepreneurs
- Social Enterprise and Social Impact

### MESO

- Business collaboration
- 2030 Agenda: the UN Sustainable Development Goals (SDGs), the Urban Agenda and the Sendai Framework on Disaster Risk Reduction

## Indicative Bibliography:

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

### Essential Reads

- Collinson, S, Rugman, A, Collinson, S, Rugman, A. (2020), *Collinson: International Business*. Pearson Higher Education & Professional Group, Harlow.

### Other indicative reading

- 2021 Commonwealth Trade Review (July 2021)
- Department for International Trade's Global Trade Outlook (September 2021)
- DMCC's Future of Trade Report (June 2021)
- UNCTAD's Trade and Development Report 2021 (September 2021)
- Academic research on COVID-19 and International Business Policy
- Various UN, Commonwealth and World Bank online reports (regularly updated)
- UN Global Compact and UN Principles for Responsible Management Education resources