

Module specification

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Module code	BUS5A11
Module title	International Business and Trade
Level	5
Credit value	20
Faculty	SLS
Module Leader	Neil Pritchard
HECoS Code	100080
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business & Management	Core
BA (Hons) International Business	Core
BA (Hons) Marketing and Business	Core
BA (Hons) Law and Business	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	30 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	30 hrs
Placement / work based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

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Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	January 2022 included BA (Hons) Law and Business in programme titles
Version number	2

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 report consisting of a critical investigation of globalisation and/or international business culture with 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 2000)

Indicative Assessment Two: An assignment report consisting of a critical investigation of international business strategy incorporating by a case study requiring an application of the functions of international business to a realistic commercial situation. (max word count 2000)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4	Written Assignment	50%
2	5,6	Written Assignment	50%

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 the module International Business & Trade applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying International Business & Trade will have access to multiple learning opportunities including face to face or 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 on international business and their practice experiences in the world of business. 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.

Indicative Syllabus Outline

1. Introduction – what is international Business? Globalisation and the world economy.
2. International culture – the problems of political, economic, legal, cultural and ethical differences.
3. International Trade – theory and barriers to trade.
4. The global financial system – foreign exchange market; international monetary system; global capital market.
5. International business strategy.
6. 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. (2020), *International Business: Competing in the Global Marketplace*. New York: McGraw-Hill Education.

Other indicative reading

Collinson, S., Narula, R. and Rugman, A.M. (2020), *International Business*. 8th ed. Harlow: Pearson.

Peng, M. and Meyer, K. (2019), *International Business*. 3rd ed. Australia: Cengage Learning.

Cavusgil. S.T., Knight, G. and Riesenberger, J.R. (2019), *International Business: The New Realities*. 5th ed. Harlow: Pearson.

Daniels, J.D., Radebaugh, L. and Sullivan, D. (2021), *International Business*. 17th ed. Harlow: Pearson.

Heydon, K. (2019), *The Political Economy of International Trade*. Cambridge: 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.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Communication