

Prifysgol Wreccsam Wrexham University

Module specification

When printed this becomes an uncontrolled document. Please access the **Module Directory** for the most up to date version by clicking on the following link: [Module directory](#)

Module Code	BUS7C6
Module Title	Globalisation and Contemporary Issues in International Business
Level	7
Credit value	20
Faculty	Faculty of Social and Life Sciences
HECoS Code	100085
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc International Business Management	Core
MSc International Business Management	Optional
MSc International Business and Finance Management	Optional
MSc International Marketing Management	Optional
MSc International Hospitality and Tourism Management	Optional
MSc International Health Services Management	Optional
MSc International Human Resource Management	Optional
MSc International Business and Data Analytics Management	Optional
MSc International Business and Supply Chain Management	Optional
MSc International Business Management with Advanced Practice	Core
MSc International Business and Finance Management with Advanced Practice	Optional
MSc International Marketing Management with Advanced Practice	Optional
MSc International Hospitality and Tourism Management with Advanced Practice	Optional
MSc International Health Services Management with Advanced Practice	Optional
MSc International Human Resource Management with Advanced Practice	Optional
MSc International Business and Data Analytics Management with Advanced Practice	Optional
MSc International Business and Supply Chain Management with Advanced Practice	Optional

Breakdown of module hours

Learning and teaching hours	20 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	20 hrs
Placement hours	0 hrs
Guided independent study hours	180 hrs
Module duration (Total hours)	200 hrs

Module aims

The international business landscape is never static and is constantly changing. This module investigates and examines trends in international business and considers how they contribute towards a greater interdependence among economies. New technologies, emerging markets and political developments are just some of the factors which create unexpected shocks and opportunities for international businesses. These worldwide economic and political changes will be examined, and the module will investigate how globalisation is altering the way international business is conducted.

Module Learning Outcomes

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

1	Critically evaluate the challenges presented by the contemporary international business environment.
2	Critically evaluate risk, socio-culture, ethical drivers and legal issues as additional global considerations to entry strategy for a product or service.
3	Critically analyse the challenges presented by new technologies from a global business perspective.
4	Apply critical and diagnostic thinking to develop creative solutions regarding entry into emerging and changing global markets.
5	Critically evaluate responses to the challenges presented by international foreign direct investment.

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:

Using a chosen company/organisation, critically evaluate the issues raised in the global business environment and seek business solutions that add value and demonstrate organisational impact within a global business environment.

This portfolio will evidence the relevant learning outcomes, and demonstrate learning through collaboration, problem-solving and decision-making. The indicative portfolio will as a minimum consist of:

Evidence of a detailed literary search, and critical review | Evidence of collaboration, problem-solving, decision-making, critical thinking and sound judgement | Critical reflection

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4, 5	Portfolio	2500	100	N/A

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute to classroom learning as a means of developing critical skills, and to strengthen their knowledge and understanding of theory to practice. Lectures will be structured to encourage individual and group activities using real world case studies and live business examples enabling students to develop their collaborative, decision making, judging and evaluating skills, as well as key transferable employability skills. In addition, students will be encouraged to undertake self-directed study and further research on their chose area of study, as well as related topics, to acquire additional perspectives which will provide them with a greater understanding of the business topics within organisations and the wider environment.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

- International business in the world economy – does it pay to be international?
- Contemporary cultural issues in international business
- Multinational corporations and corporate social responsibility
- Shifting markets in a globalised world
- New technologies and the globalised business

- Contemporary political and legal structures.
- Security risks in a global context
- International foreign direct investment

Indicative Bibliography

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

Essential Reads:

Collinson, S, Narula, R, Rugman, A, M (2020), *International Business*, 8th Edn. Pearson.

Other indicative reading:

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

Czinkota, M R, Ilkka, A, Ronkainen, I A, Gupta S (2021), *International Business*, 9th Edn. Cambridge University Press

Morrison, J (2020), *The Global Business Environment: Towards Sustainability?*, 5th Edn, Bloomsbury Academic

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

Wild, J, Wild, K (2019), *International Business: The Challenges of Globalization*, 9th Edn. Pearson

Worthington, I (2018), *The Business Environment: A Global Perspective*, 8th Edn, Pearson

Journals

International Business and Management

International economics

Global technologies

Public policy

Corporate risk

International trade

Administrative Information

For office use only	
Initial approval date	8 th August 2022
With effect from date	January 2023
Date and details of revision	Sept 2025 – revised word counts
Version number	2