

Module specification

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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

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc International Business Management	Core
MSc International Business Management with Advanced Practice	
MSc International Business and Finance Management	Optional
MSc International Marketing Management	
MSc International Hospitality and Tourism Management	
MSc International Health Services Management	
MSc International Human Resource Management	
MSc International Business and Data Analytics Management	
MSc International Business and Supply Chain Management	
MSc International Business and Finance Management with Advanced Practice	
MSc International Marketing Management with Advanced Practice	
MSc International Hospitality and Tourism Management with Advanced Practice	
MSc International Health Services Management with Advanced Practice	
MSc International Human Resource Management with Advanced Practice	
MSc International Business and Data Analytics Management with Advanced Practice	
MSc International Business and Supply Chain Management with Advanced Practice	

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

For office use only	
Initial approval date	8 th August 2022
With effect from date	January 2023
Date and details of revision	
Version number	1

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:

Portfolio (4,000 words)

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	Weighting (%)
1	1,2,3,4,5	Portfolio	100%

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 chosen 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.

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:

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

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
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication