

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS7C7
Module Title	International Business Principles and Practice
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

This module will examine and analyse the international business practice and principles that are undertaken within business and organisations within a global context, encouraging you to develop an engaged and critical understanding of this subject area from a management perspective. You will investigate and critically examine contemporary business practices, and you will research and study the impact of these on the wider business environment via theory-based analyses, as well as looking at what business practices and principles will shape the future of global business economies and societies.

Module Learning Outcomes

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

1	Critically analyse international business practices, their management, and the environments in which they operate.
2	Critically evaluate international business theories and frameworks and their practical application.
3	Critically evaluate a range of international business strategies and formulate strategic business and management responses to opportunities and challenges facing international businesses.
4	Critically examine global contemporary business case studies, and apply the relevant theory to practical business issues.
5	Critically evaluate the role of data metrics and analytical insights when it comes to decision-making within a global business environment.

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:

You will study contemporary issues raised in the global business environment to chosen organisation, and will critically apply theories and frameworks to practical business issues, and seek solutions using contemporary methods of evaluation and problem solving. 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 - 5	Portfolio	2000	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.

Students will be encouraged to debate subject areas and encouraged to share their knowledge and findings.

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.

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

- The environment of International Business
- The strategy and structure of International Business
- Multinational Strategy
- Organising Strategy
- Corporate Strategy and National Competitiveness
- Managing Business Functions Internationally
- Functional areas:
- Production
- Marketing

- HRM

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

Administrative Information

For office use only	
Initial approval date	8 th August 2022
With effect from date	January 2023
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