

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

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc International Business Management	Core pathway
MSc International Business Management with Advanced Practice	
MSc International Business Management MSc International Business and Finance Management 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	Optional
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

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:

Portfolio (4,000 words)

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	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.

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.

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

- 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

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

Enterprising

Creative

Ethical

Key Attitudes

Commitment

Curiosity

Resilience

Confidence

Adaptability

Practical Skillsets

Digital Fluency

Organisation

Leadership and Team working

Critical Thinking

Emotional Intelligence

Communication