

MODULE SPECIFICATION – UNDERGRADUATE PROGRAMMES

KEY FACTS

Module name	International Business Environment
Module code	BS1204
School	Cass Business School
Department or equivalent	UG Programme
UK credits	15
ECTS	7.5
Level	4
Delivery location (partnership programmes only)	

MODULE SUMMARY

Module outline and aims

The module provides you with an introduction to international business. Those who take this elective can then broaden their international business understanding by taking the second year elective in European Studies and the third year elective European Business Seminar.

This first year elective course is designed to introduce the cross-border issues that are faced in an increasingly globalised world. The course will examine in turn the cultural, political, legal and economic environments in different parts of the world and the way in which the world business architecture is configured. Issues relating to both trade and investment will be explored and you will examine the tools available for the selection of appropriate markets in which to operate and those tools that will help to do so effectively.

Content outline

- Introduction to and overview of the international business environment
- The cultural environment
- The political and legal environment
- The economic environment
- Government and parastatal influences on trade and investment
- Corporate trade and investment issues and international marketing
- Business-government relations
- The international financial environment, currency and capital market issues
- International market selection

- International market operation

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

Knowledge and understanding:

- Understand the tools and techniques international business people employ - their advantages and shortcomings
- Understand the context in which international business takes place
- Understand what differentiates international from domestic business

Skills:

- Research the international business environment and understand the actors and their interaction in it
- Appreciate the knowledge and skills specific to international business
- Adapt and apply learning from core studies
- Practice solving problems encountered in the international business environment
- Develop judgement in the selection of ways of operating in the international business environment

Values and attitudes:

- Appreciate and determine the ways in which values and attitudes may influence the shape of the international business environment
- Appreciate the frameworks for dealing with issues that involve values and attitudes
- Appreciate the values and attitudes encountered in different parts of the international environment

HOW WILL I LEARN?

Each three hour session will begin with a lecture on the topics of the week. You will receive a self test questionnaire and from week two onwards solutions to the self tests.

You will work in groups and two groups will present orally and in writing selected case studies. In addition to Powerpoint presentations you will view several videos of management in genuine companies to illustrate the challenges managers face.

Teaching pattern:

Teaching component	Teaching type	Contact hours	Self-directed study hours	Placement hours	Total student learning hours
Lectures	Lecture	30	120	0	150
Totals		30	120	0	150

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

Your coursework will consist of a group oral and written presentation of a case study. You will receive preliminary assessment of your oral presentation immediately after you have made it and your written presentation, given to the lecturer before you present, will be returned to you assessed no later than three weeks after you make your oral presentation.

The individual examination will require you to select and answer an essay question, to write on the contribution to management by two of a number of listed individuals and to answer fifty multiple choice questions on the subject matter of the course.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	Oral assessment and presentation	20	40	N/A
Exam – 2.25 hours	Written Exam	80	40	N/A

Assessment criteria

Assessment Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes students need to

demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to students prior to an assessment taking place. More information will be available from the module leader.

Feedback on assessment

Following an assessment, students will be given their marks and feedback in line with the Assessment Regulations and Policy.

Oral feedback will be given after the group presentation; written feedback will be added to the group written presentation and returned to you three weeks later. Additional marks will be added at the end of term depending on how many groups have put their presentation Powerpoints up on Moodle.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

Daniels, J.D. Radebaugh, L.H. and Sullivan J.H. (2011) International Business Environments and Operations, 13th International Edition, Prentice Hall, London.

Hannagan, T. (2002) (eds) Management - Concepts and Practices (3rd edition), FT/Prentice Hall, Harlow, Essex.

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For use from: 2012-13

Appendix: see <http://www.hesa.ac.uk/content/view/1805/296/> for the full list of JACS codes and descriptions

CODES

HESA Code	Description	Price Group
27	Business and Management Studies	D

JACS Code	Description	Percentage (%)
N120	The study of organisations and their operations throughout the world.	100