



Module Descriptor

Title	Globalisation & International Business		
Session	2025/26	Status	Approved
Code	BUSN09093	SCQF Level	9
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	P McGuire		
Summary of Module The module aims at examining main concepts and theories of the international firm, the impact of the external environment, competition in the global marketplace, global issues in international business. The module will examine how changes in external environment over the years have affected organisations, and how organisations have responded to adapt to these changes.			

Module Delivery Method	On-Campus¹ ☐		Hybrid² ☒		Online³ ☐		Work -Based Learning⁴ ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries		☒ Lanarkshire ☐ London ☐ Paisley		☐ Online / Distance Learning ☐ Other (specify)		
Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐	
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐	

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Learning Outcomes	
L1	Critically examine the context and potential of global markets and international business.
L2	Identify and critically evaluate the external environment of international businesses.
L3	Identify entry strategies, competition, as well as globalisation and post-globalisation trends and challenges in the global marketplace
L4	N/A
L5	N/A

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 9 Critically understanding the ways in which International business is impacted by globalisation. Critically understanding how international business can be proactive in preparing for change.
Practice: Applied Knowledge and Understanding	SCQF 9 Using analytical and problem-solving skills to identify how globalisation affects international businesses.
Generic Cognitive skills	SCQF 9 Undertaking critical analysis of globalisation and its effect on International business issues. Identifying problems created for business by globalisation. Drawing on a range of sources to prescribe improvements to how businesses respond to globalisation.
Communication, ICT and Numeracy Skills	SCQF 9 Presenting information on emerging issues within globalisation both formally and informally. Interpret, use and evaluate information to help improve responses to globalisation.
Autonomy, Accountability and Working with Others	SCQF 9 Exercise autonomy and initiative in undertaking class activities. Working alone and with others in problem-solving.

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	18
Laboratory / Practical Demonstration / Workshop	9
Independent Study	173
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Wild, J.J., Wild, K.L. (2024) International Business: The Challenges of Globalization. Harlow: Pearson. 10th ed. Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via VLE (N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. For the purposes of this module, academic engagement equates to the following:

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Marketing, Innovation, Tourism Events
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☒ Yes ☐ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	Marketing, Innovation, Tourism Events
Moderator	TBC
External Examiner	S Sheikh-Weesam
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☒ No
Changes / Version Number	1

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Assessment 1 – Online Assessment: 50% of the overall mark
Assessment 2
Assessment 2 – Individual Essay: 50% of the overall mark
Assessment 3
N/A
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Unseen Open Book Test	☒	☐	☐	☐	☐	50	

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Essay	☐	☒	☒	☐	☐	50	

Component 3

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who