Module Descriptor

Title	International Business Management		
Session	2026/27	**Status**	Approved
Code	BUSN11053	**SCQF Level**	11
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Daniel Perry		

Summary of Module

The focus of this module is on International Business Management. The module will first examine the current patterns and trends, which are of key concern to business managers involved in Multi-National Enterprises (MNEs). Analysis of various approaches to motivation and leadership will be undertaken. Under the theme of globalisation, the significance of both national and organisational culture will be analysed in terms of their importance for international business dealings, through the work of cultural theorists such as Hofstede and Trompenaars. This will include the increasing influence of Eastern philosophical traditions as they impact, for example on the Chinese concept of relationship building (Guanxi) in the context of business dealings.

The module will then investigate via systematic approach to understanding organisations, and as the organisational environment is increasingly global, the focus will be on firms that operate internationally. Given the increasing use of international suppliers, manufacturers, service providers and distributors the module will consider the issues raised in the global nature of value chains. This will lead to a need for, and methods of, integration among the various organisational functions such as Marketing, Operations and HRM. The module will consider the internationalisation process, as well as international business theory and practice. Specific emphasis will be place on the social environments, ethical environments, as well as the environment, in addition to the many other strategic issues with which MNEs must contend.

Module Delivery Method	**On-Campus[1]**	**Hybrid[2]**	**Online[3]**	**Work -Based Learning[4]**
	☒	☐	☐	☐

[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

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	☐

Learning Outcomes	
L1	Critically assess the impact of national and organisational culture for global business transactions
L2	Analyse the barriers to trade and market entry methods, and the impact on these of operating in an international context
L3	Critically assess the roles of the different business functions of an MNE
L4	Analyse international business theory and practice
L5	

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 11** During completion of this module there will be the opportunity to achieve core skills in knowledge of the main subject areas including their features, boundaries terminology and conventions; and critical awareness of current issue in the subject area
Practice: Applied Knowledge and Understanding	**SCQF 11** The application of a range of standard and specialized research or equivalent instruments and techniques of enquiry; and demonstrate originality or creativity in the application of knowledge and understanding
Generic Cognitive skills	**SCQF 11** The application of critical analysis, evaluation and synthesis to issues which are informed by developments at the forefront of a subject area; and critically review, consolidate and extend knowledge and thinking in the subject area
Communication, ICT and Numeracy Skills	**SCQF 11** The ability to communicate and discuss complex issues with peers and members of staff
Autonomy, Accountability and Working with Others	**SCQF 11** The exercise of autonomy and initiative in critical academic discussions; and practice in ways that draw on critical reflection on own and others' roles and responsibilities.

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. This module provides students with the opportunity to develop critical awareness and understanding of major issues to do with international business dealings. Students will be expected to develop their skills of reading and synthesising complex academic texts whilst relating these to real life case study situations. Students will work creatively in groups with their peers as well as producing individual pieces of analytical work. The module content reflects the cross-cultural issues prevalent in modern business transactions, and the need for student awareness of these will be reflected in the running of the module. This module is delivered through workshops of which the maximum number of students in each is 40.

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)
Laboratory / Practical Demonstration / Workshop	36
Independent Study	164
Please select	
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: Turner, C. (2024) International Business: themes and issues in the modern global economy ; 3rd edition, Routledge; Wall S. et al. (2015). International Business; Fourth edition, Prentice Hall, 2015 Huczynski, A. and Buchanan, D. (2019). Organizational Behaviour,. 10th edition, Prentice Hall; Students will have access to UWS library facilities so that core texts will be supplemented by case studies, academic journal articles and bespoke on-line resources. Please ensure the list is kept short. Essential resources should be included, broader resources should be kept for module handbooks / Aula VLE. Resources should be listed in Right Harvard referencing style or agreed professional body deviation and in alphabetical order.

(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:** Attending all timetabled face to face sessions, undertake all directed learning.

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. There are no specific requirements to facilitate the undertaking of this module moreover this module is appropriate for all students irrespective of ethnic status, disability, age, gender, religious and sexual orientation. The module has been designed to take account of increase in the diversity of the student body and in this respect, the approach is "learner centred". The delivery of the module is personalised and students are supported by staff as well as the learning support team.
(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	**Management, Organisations People**
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	Management Organisations & People
Moderator	I Omeihe
External Examiner	H Amar
Accreditation Details	None
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
A Portfolio of assessment worth 100% of the module mark
Assessment 2

Assessment 3
(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**
Portfolio of work	☒	☒	☒	☒	☐	100	0

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

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**