

University of the West of Scotland

Module Descriptor

Session: 23/24

Title of Module: International Business Management			
Code: BUSN11053	SCQF Level: 11 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: (European Credit Transfer Scheme) 10
School:	School of Business & 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 placed 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

Face-To-Face	Blended	Fully Online	HybridC	Hybrid 0	Work-Based Learning
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
See Guidance Note for details.					

Campus(es) for Module Delivery

The module will normally be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)						
Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	<input checked="" type="checkbox"/>	Term 2	<input checked="" type="checkbox"/>	Term 3	<input checked="" type="checkbox"/>

Learning Outcomes: (maximum of 5 statements) These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module. At the end of this module the student will be able to:	
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

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 Level 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 Level 11 The application of a range of standard and specialised research or equivalent instruments and techniques of enquiry; and demonstrate originality or creativity in the application of knowledge and understanding.
Generic Cognitive skills	SCQF Level 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 Level 11 The ability to communicate and discuss complex issues with peers and members of staff	
Autonomy, Accountability and Working with others	SCQF Level 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.	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	Module Title:
	Other:	
Co-requisites	Module Code:	Module Title:

*Indicates that module descriptor is not published.

Learning and Teaching	
<p>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.</p> <p>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. Each workshop will have no more than 40 students.</p>	
<p>Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:</p>	<p>Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)</p>
Laboratory/Practical Demonstration/Workshop	36
Independent Study	164
	Hours Total 200
**Indicative Resources: (eg. Core text, journals, internet access)	

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

International Business, Wall S. et al; Fourth edition, Prentice Hall, 2015

International Business: themes and issues in the modern global economy, Johnson D. and Turner C.; second

edition, Routledge, 2010;

Organizational Behaviour, Huczynski A. and Buchanan D. eighth edition, Prentice Hall, 2013;

Work and Organisational Behaviour, Bratton J. et al; second edition, Palgrave, 2010;

Asian Management Systems, Chen M. second edition, Thomson, 2004;

International Management, Ahlstrom D. and Bruton G., South-Western Cengage learning, 2010.

Operations Management: an international perspective, Barnes D., Thomson, 2008
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 and current. 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 session, undertake all asynchronous activity

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](#).

Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..

(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
Assessment Results (Pass/Fail)	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
School Assessment Board	Management, Organisations & People
Moderator	Tom Keegan
External Examiner	Hassan Amar
Accreditation Details	None
Changes/Version Number	3.03

Assessment: (also refer to Assessment Outcomes Grids below)

A Portfolio of assessment worth 100% of the module mark

(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.)

Assessment Outcome Grids (See Guidance Note)

Component 1						
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio of assessment	X	X	X	X	100%	0 Hours
Combined Total for All Components					100%	0 hours

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections.	12/12/23	D Taylor

Version Number: MD Template 1 (2023-24)