

University of the West of Scotland

Module Descriptor

Session: 2024/25

Title of Module: Globalisation and International Business			
Code: LNDN09005	SCQF Level: 9 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	Giuseppe Scotto		
Summary of Module			
<p>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.</p> <p>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.</p>			

Module Delivery Method					
Face-To-Face	Blended	Fully Online	HybridC	Hybrid 0	Work-Based Learning
<input type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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"/>
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<p>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:</p>	
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.
<p>Employability Skills and Personal Development Planning (PDP) Skills</p>	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	<p>SCQF Level 9</p> <p>Critically understanding the ways in which International business is impacted by globalisation.</p> <p>Critically understanding how international business can be proactive in preparing for change.</p>
Practice: Applied Knowledge and Understanding	<p>SCQF Level 9</p> <p>Using analytical and problem-solving skills to identify how globalisation affects international businesses.</p>
Generic Cognitive skills	<p>SCQF Level 9</p> <p>Undertaking critical analysis of globalisation and its effect on International business issues.</p> <p>Identifying problems created for business by globalisation.</p> <p>Drawing on a range of sources to prescribe improvements to how businesses respond to globalisation.</p>
Communication, ICT and Numeracy Skills	<p>SCQF Level 9</p> <p>Presenting information on emerging issues within globalisation both formally and informally.</p> <p>Interpret, use and evaluate information to help improve responses to globalisation.</p>

Autonomy, Accountability and Working with others	SCQF Level 9 Exercise autonomy and initiative in undertaking class activities. Working alone and with others in problem-solving.	
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	
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 (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	36
Independent Study	164
	200 Hours Total
**Indicative Resources: (eg. Core text, journals, internet access)	

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.

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
Assessment Results (Pass/Fail)	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
School Assessment Board	Marketing, Innovation, Tourism & Events
Moderator	Peter McGuire
External Examiner	S Sheikh-Weesam
Accreditation Details	NA

Changes/Version Number	
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Assessment: (also refer to Assessment Outcomes Grids below)
Assessment 1 – Online Assessment: 50% of the overall mark
Assessment 2 – Individual Essay: 50% of the overall 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)

Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Unseen open book	✓			50	0

Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Essay		✓	✓	50	0

Combined Total for All Components				100%	0 hours
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