

# Uxxxx International Business

Module Handbook Semester 1 2016-17

Sample Outline for Decolonisation Workshop

Department of  
Business and  
Management

Faculty of Business

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## **Module introduction**

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### **Module Leaders' introduction**

The module focuses on the challenges and opportunities associated with international business and specific management challenges associated with the internationalisation, global environment, innovation and sustainability. Students will gain a general overview of the process and effect of internationalisation in contemporary business

Office hours:                   to be announced but emailing to arrange an appointment is recommended

## Semester plan synopsis

Week	Topic	Reading/Activity	Lecturer
1	Overview of the module Lecture: International Business- Setting the Context  Seminar: Simulation exercise on International Business	Chapters 3, 4, 5, 6, 7 (Rugman and Collins, 2012)  and additional reading	
2	Lecture: Internationalisation Process and National Competitive Advantage  Seminar: Case Study and group discussion	Chapters 1, 6, 10 (Rugman and Collins, 2012)  and additional reading Dunning 1998 The Eclectic Paradigm, OLI Model Porter Competitive Advantage	
3	Lecture: Regional Blocs and BRICS Seminar: case study	Additional reading	
4	Innovation strategies and International Business  Seminar: case study	Chapters 2, 6, 12 (Tidd and Besant, 2014) Chapters 11, 12 (Rugman and Collins, 2012) Chapter 20 (Tidd and Besant, 2014) and additional reading	
5	Lecture: SMEs in an international context  Seminar:	Chapter 11 (Rugman and Collins, 2012)  and additional reading	
6	Lecture: Global operations and international business  Seminar: case study and group discussion	Daniels et al, Chapter 13,18, Lasserre Chapter 9	
7	Lecture: Multinational Corporations and International Business Strategies  Seminar:	Chapters 2, 8, 9 (Rugman and Collins, 2012)  and additional reading	
8	Lecture: Governance of International Business: Institutions and actors	Chapters 4, 7 (Rugman and Collins, 2012)  and additional reading	
9	Lecture: Sustainable Development, CSR and International Business	Luthans & Doh, Chapter 3 Lasserre, Chapter 15	
10	Lecture: Integrating the themes: Business strategies, internationalisation, sustainability and innovation	Previous chapters  And additional reading	
11	Lecture: Recap/coursework Surgery Seminar:		
12	Drop in session at Tutor's office for clarifications		

## Module syllabus

<b>MODULE TITLE:</b>	<b>International Business</b>
<b>MODULE NUMBER:</b>	<b>Uxxxx</b>

### 2. MODULE AIMS

This module aims to develop an understanding of how firms internationalise their business and how innovation helps and interacts with that process. The decision to internationalise is rapidly becoming less of a choice and more of an imperative for the majority of business firms. Globalisation is making the business context more uncertain and this has added to the complexity in business operations. To thrive in this uncertain and complex world, firms are realising that innovation, sustainability and institutional governance are key prerequisites. The main aims of the module are as follows

Develop an understanding of the internationalisation process of firms

Develop an understanding of international business strategies

Develop an understanding of international trade and organisations

Develop an understanding of how strategic innovation and internationalisation processes interact with and aid each other

Develop the ability to identify and analyse specific international business and innovation strategies and sustainability pursued by case study firms (MNCs, SMEs, NGOs)

### 3. LEARNING OUTCOMES

<i>On successful completion of this module, students will be able to:</i>	<i>Brookes Attribute developed</i>	<i>Other BAs developed, if applicable</i>
1- Understand the theory and nature of international business and recognise the importance of institutions and forces and contexts which influence international business	Academic Literacy	Active Citizenship
2- Explain and develop an understanding of international trade and multilateral organisations and their governance	Academic Literacy	Active Citizenship
3 Develop an understanding of international business strategies	Academic Literacy	Active Citizenship
4- Develop the ability to identify and analyse specific international business and innovation strategies and sustainability pursued by case study firms (MNCs, SMEs, NGOs)	Active Citizenship	Academic Literacy
5-Critically evaluate the role of multilateral organisations and their governance	Academic Literacy	Active Citizenship
6- Develop an understanding of how strategic innovation and internationalisation processes interact with and aid each other	Academic Literacy	

7- Understand and assess organisational management and the environment in which international business operates	Critical self-awareness and personal literacy	Active Citizenship
8- Utilise data from a range of sources to analyse issues and impact facing international business	Digital Information Literacy	Research Literacy

#### 4. OUTLINE SYLLABUS

- International Business Context, nature, environment and institutions
- Internationalisation process and national competitive advantage
- The Multinational Organisation & International Business Strategy
- SME in an international context
- Regional Blocs and BRICS
- Governance of International Business –institutions and actors
- Innovation and international business
- Global operations
- Sustainability development

#### 5. TEACHING LEARNING AND ASSESSMENT STRATEGY

The students on this module experience a range of learning experiences including lectures, workshop discussions, and listening to visiting speakers to support the synthesis of theory and practice.

This enables a range of teaching staff with different expertise to examine international business in some depth. Assessment is by individual coursework.

#### 6. LEARNING HOURS (10 notional learning hours per credit)

##### **Scheduled learning and teaching activities (contact hours)**

Lectures	12 hours
Seminars/workshops	12 hours
Fieldwork/external visits	
<b>Guided independent study</b>	
Directed/independent study	80 hours
Preparation for assessments	46 hours
<b>TOTAL:</b>	<b>150 hours</b>

#### 7. ASSESSMENT TASKS

##### 7.1 Summative assignments

<i>Describe assessment tasks below...</i>	Word count/ length of exam	Learning outcomes assessed	Weighting	KIS category
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An Individual coursework based on a comparative case study	1800-2000	1-8	100%	
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## 7.2 Opportunities for formative assessment and feedback

N/A

## 8. INDICATIVE READING LIST

Daniels, J.D, Radebaugh, L.H, Sullivan, D.P (2015) 'International Business: environment and operations' 15th Ed, Pearson (available eBook)

Deresky, H (2014) 'International Management - managing across borders and cultures: text and cases'. Pearson. (available eBook)

Dicken, P (2015) 'Global Shift' 6th Ed. SAGE (available eBook)

Lasserre, P. (2012). *Global Strategic Management*. Palgrave

Luthans F & Doh J P, Jonathan, P. (2011) *International Management Culture, Strategy and Behaviour (7th ed)*. McGraw Hill

Rugman, A. M., & Collinson, S. (2012). *International business*. Pearson Education.

<b>Date module first approved:</b>	February 2014
<b>Date of most recent revision:</b>	November 2015

## Assessment information

This module follows the principles of the University's Assessment Compact, developed in conjunction with the Student Union, to ensure good practice and transparency in assessment and feedback processes. The Assessment Compact can be found in your Programme Handbook or on your programme's Moodle site.

### Individual Coursework 100%

#### *Learning outcomes assessed*

All

#### *Format*

Case study report

The essay should be written in 'report format', containing appropriate headings, introduction, three sections (one for each question) and conclusion (5 sections in total).

The energy industry is technological-intensive and highly globalized, with operations, networks of production and transportation spanning continents. Energy use is increasing due to a growing world population and rising consumption. Simultaneously, climate change and environmental degradation call for innovative forms of energy production and usage – processes and businesses that face highly-established competition from the nuclear sector and importantly, carbon fuels (oil, gas and coal). Thus, pressing social, economic and political debates have important implications for international relations and international business.

Using appropriate academic theory (including models) and real-world case examples. Please discuss:

1. How have internationalization processes shaped the Energy Industry?
2. What strategies might global energy firms pursue to gain competitive advantage?
3. How might institutions support the transformation of the energy sector? Please explain why this is important?

### ***Assessment criteria***

The generic Programme Level marking criteria will be applied (see Programme Moodle site)

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## **A note on equality, diversity and inclusion**

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<To access guidance on how to create and deliver an inclusive learning and teaching environment, please refer to guides available at <http://www.brookes.ac.uk/services/hr/eod/guides/index.html>>

The Faculty of Business promotes an inclusive learning environment in which individuals are valued and supported in achieving their full potential. The Faculty endeavours to meet its duties under the Equality Act 2010 to eliminate unfair discrimination and promote equality of opportunity and good relations among members of the university community. For the university statement on equality, diversity and inclusion please see

<https://www.brookes.ac.uk/staff/human-resources/equality-diversity-and-inclusion/edi-at-brookes/>