



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

International Business
LCMB7014

MODULE CODE:	LCMB7014
TITLE:	International Business
DATED:	13/06/2018
LEVEL:	7
CREDITS:	20
JACS CODE:	N120

AIM(S)

To provide students with a comprehensive understanding of contemporary business theories and practices in an international environment.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- critically evaluate the main features which contribute to the international business environment and its main institutions and the key decisions underpinning international organisational strategy;
- evaluate the different modes of engagement with international markets and explore the interconnectedness between these and the economic, legal, governmental, political, regulatory, cultural and other environments in which expanding companies operate;
- conduct informed research into international business issues and apply theoretical insights to the analysis of such issues in the context of a complex international business environment.

INDICATIVE CONTENT

- Introduction to international business and forces for globalization.
- Theories of international trade.
- Foreign exchange and the international monetary system.
- The regulatory environment: Political, legal and human resources management.
- The cultural environment and cross cultural contexts.
- Drivers for international business.
- Emerging economies and international contexts.
- International entry strategy.
- International joint ventures.
- Preparing the organisation for international business.
- The international business plan.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20
Independent learning	160	80
Placement learning		
TOTAL	200	100%

ASSESSMENT**Assessment Component 1 - Coursework**

Mode of assessment	Volume	Weighting
Individual report	5000 word report	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

Reading List

Module Code	LCMB7014	
Module Title	International Business	
Classification	Reading List entry	Electronic*
Essential	Deresky, Helen. (2010). (7th ed.). International Management: Managing Across Borders and Cultures. Pearson. ISBN: 0132545551. HENCFORTH DERESKY.	☒
Essential	Bartlett Christopher A. and Beamish, Paul (2011). (6th ed.). Transnational	☒
Further	Buckley, P. (2007) The Multinational Enterprise and the Globalisation of Knowledge, Palgrave Macmillan.	☒
Further	Hill, CWL, (2006) Global Business Today, McGraw Hill	☒
Further	Daniels, Radenbrough and Sullivan (2011) International Business, Pearson	☒
Further	Kelly, P. (2009) International Business and Management Cengage Learning	☒