

London Campus



UNIVERSITY OF WALES: Trinity Saint David

PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

Postgraduate Course

MBA Programme

Module Number: LCMB7104

Module Title:

International Business Concepts

Semester Plan Synopsis

September 2023

Level: 7
Credits: 20

SEMESTER PLAN SYNOPSIS

Week	Topic	Essential Reading
1	Introduction to the module Introduction to International Business and Globalization	Daniels et al., (2022): Chapter 1 Wild and Wild (2023): Chapter 1
2	Cross-Cultural Business	Daniels et al., (2022): Chapter 2 Wild and Wild (2023): Chapter 3
3	Political, Economic, and Legal Systems Assignment Clinic 1	Daniels et al., (2022): Chapters 3 & 4 Wild and Wild (2023): Chapter 4
4	The Global Trade Environment	Daniels et al., (2022): Chapters 6, 7 & 14 Wild and Wild (2023): Chapters 6 & 7
5	The Global Investment Environment	Daniels et al., (2022): Chapters 9, 10 & 15 Wild and Wild (2023): Chapters 8 & 10
6	Strategies for International Business Assignment Clinic 2	Daniels et al., (2022): Chapter 12 Wild and Wild (2023): Chapter 12
7	Selecting and Managing Entry Modes	Daniels et al., (2022): Chapters 13 & 14 Wild and Wild (2023): Chapter 14
8	The Organisation of International Business	Daniels et al., (2022): Chapter 16 Wild and Wild (2023): Chapter 16
9	International Human Resource Management	Daniels et al., (2022): Chapter 20 Wild and Wild (2023): Chapter 17
10	Global Operations and Supply Chain Management Revision - Assignment Clinic 3	Daniels et al., (2022): Chapter 18 Wild and Wild (2023): Chapter 16