

Module Outline

Part 1- as validated

1. Title	International Business and Globalization
2. Level	5
3. Credits	10
4. Indicative Student Study Hours	100
5. Core (must take and pass), Compulsory (must take) or Optional	Compulsory

5. Brief Description of Module

The aim of this module is to examine the international context of business and the impact of globalization on organizations.

Students will examine international frameworks of business and trade including political, economic, cultural, ethical and environmental dimensions. Against this, the opportunities and challenges that globalization brings to an organization will be evaluated and possible responses for businesses operating or entering international markets evaluated. Extensive use will be made of contemporary case studies and ethical considerations will be highlighted throughout.

6. Learning Outcomes - On successful completion of this module a student will be able to:

	<i>Subject specific learning outcomes:</i>
1.	Analyse the external influences on businesses operating internationally including: political, economic, cultural, ethical and environmental
2.	Evaluate different management strategies for working internationally
	<i>Generic learning outcomes:</i>
3.	Access learning resources, selecting and justifying appropriate sources for data acquisition

7. Assessment

Pass on aggregate or Pass all components

(modules can only be pass all components if this is a PSRB requirement)

Pass on aggregate

Summary of Assessment Plan

	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	Group Presentation	20%	No	15 min	1,3	
2.	Report	80%	No	1500	1,2,3	

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

The presentation shows the results of an assignment examining the external influences on businesses operating internationally. Evidence of international collaboration with people/organizations outside the UK should be provided.

The report will recommend and justify a strategy for an organisation to work internationally, taking into account different cultures.

8. Summary of Pre and / or Co Requisite Requirements

N/A

9. For use on following programmes

BA(Hons) Business and Management