

**IS7264 - Global Business**

<b>1. Module Code</b>	IS7264	<b>2. Module Title</b>	Global Business						
<b>3. Module Level</b>	7	<b>4. Module Credit</b>	20 CC 10 ECTS						
<b>5. Delivery Site(s)</b>	<i>Generically for Taught Work-Related shell module (IS7003): Delivery site to be negotiated according to client needs.</i>								
<b>6. Available to / Restrictions</b>	<p><i>Generically for Taught Work-Related shell module (IS7003):</i></p> <ul style="list-style-type: none"> <li><i>Pre-requisites: For individuals - Experience in the work place, an organisation, association or other institution in which individuals have become aware of the need to develop personal, academic and/or work-based abilities. For organisations - The existence of learning or developmental needs arising from a work-specific problem, which might be addressed by the development of enhanced personal, academic or work-based capabilities within the work force.</i></li> <li><i>Co-requisites: Co-requisites and barred combinations will be determined prior to accreditation of this module.</i></li> </ul> <p>Specifically: Eligibility to study at level 7. Typically learners on this route are expected to be working in an international corporate business environment. Learners will normally have a first degree and/or extensive experiential learning within a management/leadership role involved in global business. This module is a co-requisite as the fifth of nine modules leading to the award MA Entrepreneurial Leadership in Global Business (WBIS).</p>								
<b>7. Expected Student Learning Activity and Contact Hours</b>									
<p><i>Generically for Taught Work-Related shell module (IS7003): The maximum tutor contact will normally be 20 hours, subject to negotiation with the client. The nature of learning activity will vary according to the mode of delivery. Illustrative examples include group workshops, face to face tutorials, on-line tutoring, group seminars - as appropriate.</i></p> <p>Specifically: Maximum face-to-face tutor contact of 20 hours as workshops, seminars and tutorials with email, on-line and telephone support including directed study and experiential learning.</p>									
<table border="1"> <thead> <tr> <th>Scheduled hours</th> <th>Placement Hours</th> <th>Independent Guided study</th> </tr> </thead> <tbody> <tr> <td>20</td> <td>0</td> <td>180</td> </tr> </tbody> </table>				Scheduled hours	Placement Hours	Independent Guided study	20	0	180
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20	0	180							
<b>8. Attendance Guidance</b>									
<p><i>Generically for Taught Work-Related shell module (IS7003): It is expected that students will engage with all andragogic/pedagogic approaches used in the delivery of this module, as negotiated with tutorial staff.</i></p> <p>Attendance at tutor led workshop and seminar sessions is compulsory.</p>									
<b>9. Module Content</b>									
<p><i>Generically for Taught Work-Related shell module (IS7003): The content of the module will be negotiated and agreed with the individual / client prior to accreditation using the specification below.</i></p> <p>Specifically:</p> <ul style="list-style-type: none"> <li>• Location and Market Selection</li> <li>• The Nature of Globalisation (political, economic, social and environmental)</li> <li>• International Trade Theories</li> <li>• Introduction to the Global Monetary System</li> <li>• Ethics, Social Responsibility and Shared Values for Business</li> <li>• International Business Operations and Management (exporting, importing, modes of entry, franchising, counter trade and global production and outsourcing)</li> <li>• International Risk Analysis</li> <li>• Cross-cultural Management</li> <li>• Business in Europe, America and Asia</li> <li>• Merging Market Frameworks</li> <li>• Screening Criteria and Critical Country Factors</li> <li>• Evaluation of the Major Types of Entry Strategies</li> <li>• Expertise in Country Analysis and Entry Opportunities</li> <li>• Global Governance</li> </ul>									
<b>10. Aims</b>									
<p><i>Generically for Taught Work-Related shell module (IS7003): This module is designed to provide a framework for the approval of an area of study related to any vocational sub-discipline. It provides details of learning outcomes, content and assessment methods that are to be applied in an area of study deemed to be equivalent to a full module. It gives clients of the University an opportunity to accredit specialist learning and relevant subject specific skills, capabilities (and professional competencies where appropriate) required at Level M, allowing flexibility for specific content to be determined by the relevant parties. AIMS</i></p> <ul style="list-style-type: none"> <li><i>To provide maximum potential for study in specialised areas, whilst providing a rigorous and structured framework for work related learning.</i></li> <li><i>To give students the opportunity to develop and apply subject specific skills and knowledge required for their individual progress.</i></li> <li><i>To provide a mechanism that enables HE to work efficiently and economically in partnership with external organisations to design and deliver modules which meet specific needs.</i></li> </ul>									

Specifically for this module:

- To provide theoretical and practical understanding of the complexity of the globalisation process and its impact upon the activities of multinational enterprise and entrepreneurial success.
- Examination of the importance of regional integration for the development of global competitiveness.
- Exploration of opportunities for investment in global economy hubs in North America, Europe, Asia and Emerging Markets, and the reasons why and how such investments are encouraged.

Completion of this module will enable learners to:

- Examine the importance of regional business for the development of global advantage and regional integration.
- Develop expertise in navigating the laws, regulations and trade agreements important to the success of global enterprises.
- Understand the impact of globalisation upon the activities of multinational enterprises.

### 11. Methods of Learning and Teaching and Formative Assessment

*Generically for Taught Work-Related shell module (IS7003): Methods may include tutor-led seminars, lectures and group work, depending on content and conceptual structure. Tutorial/supervisory support will be given, online resources, work-based resources and experiential learning will be used where applicable, together with self-directed learning.*

Specifically: Delivery through workshop, seminars, experiential, work-based and self-directed learning with guided reading and tutor support.

### 12. Learning Outcomes

*Generically for Taught Work-Related shell module (IS7003): By the end of this module the student will be able to:*

1. *enhance their workplace practice through the application of the knowledge and skills gained through their degree programme and elsewhere.*
2. *demonstrate the acquisition of appropriate capabilities relevant to the specialist subject area.*
3. *use terminology associated with the subject area accurately and in a way which demonstrates sophisticated knowledge and understanding.*
4. *critically analyse and apply key ideas and concepts relevant both to the subject area and to professional practice in the field.*
5. *use techniques of critical analysis, synthesis and critical evaluation as is appropriate to the subject matter, relating this to workplace contexts and developments, and in so doing developing arguments which move beyond the reiteration of existing views.*
6. *identify and use study skills, referencing conventions and techniques commensurate with Level M study.*

Specifically: (please identify LO which each LO customises)

- Select, critically evaluate and apply appropriate theoretical frameworks to operational and strategic problems facing global business operations (All)
- Illustrate a critical understanding of the main analytical and technical skills of evaluating global emerging market opportunities and conducting global risk analysis (1,2,3,4,5)
- Critically evaluate the main regulatory frameworks which shape and constrain the conduct of local, regional and global markets (1,2,3,4,5)
- Analyse the macroeconomic, political and cultural environments of the global market economies and the forces for change within them (1,2,3,4,5)
- Discuss and evaluate strategic recommendations for organisations wishing to enter emerging markets and reflect on their potential impact (1,2,3,4,5)

### 13. Assessment and Reassessment Components and Weighting

13a. Assessment

	Component	Weighting %	Learning outcome(s) assessed	KIS category
1	Portfolio Assessment	100%	All	Coursework

*Generically for Taught Work-Related shell module (IS7003): An assignment or assignments of notionally 4000-5000 words (weighting 100% coursework), assessed in line with the specific level-related WBIS marking criteria. Illustrative examples include an essay, report, oral assessment, portfolio - or a combination - as negotiated between student and tutor. Specifically:*

To be negotiated between student and tutor:

A work-based portfolio (notionally 5000 words) which typically includes a reflective essay/report, a portfolio of evidence to include simulation exercises, with critically reflective commentary that addresses all learning outcomes relating to Global Business. All elements of assessment must be passed.

Reassessment: As described above

13b. Reassessment

Reassessment as described above

### 14. Key References

- Cavusgil, S. T. (2016). *International business: The new realities* (Global ed.). Harlow: Pearson (e-book)
- Deresky, H. (2017). *International management: Managing across borders and cultures : Text and cases* (9th, Global ed.). Harlow, United Kingdom: Pearson Education Ltd.
- Hadjikhani, A., Elg, U., Ghauri, Pervez N., and Gharui, Pervez M. (2012). *Business, society and politics: Multinationals in emerging markets*. Bingley: Emerald Group Publishing Ltd. (e-book)
- Harzing, A., & Pinnington, A. (2015). *International human resource management* (4th ed.). London, United Kingdom: Sage Publications
- Hill, C. W. L. (2014). *International business: Competing in the global marketplace* (10th, global ed.). New York: McGraw-Hill
- Jones, S. (2012). *BRICs and beyond: Executive lessons on emerging markets*. Chichester: Wiley (e-book)
- Madura, J., & Fox, R. (2017). *International financial management* (4th ed.). Andover, United Kingdom: Cengage Learning (e-book)
- Manners-Bell, J. (2014). *Supply chain risk: Understanding emerging threats to global supply chains* (1st ed.). London: KoganPage (e-book)
- Morrison, J. (2016). *The global business environment: Challenges and responsibilities* (4th ed.). Basingstoke, Hampshire: Palgrave Macmillan
- Nonaka, I. & Zhu, Z.. (2012) *Pragmatic Strategy: Eastern Wisdom, Global Success*. Cambridge University Press.
- Peng, M. W., & Meyer, K. (2016). *International business* (2nd ed.). Australia: Cengage Learning
- Shenkar, O., Luo, Y., & Chi, T. (2015). *International business* (3rd ed.). New York: Routledge
- Steers, R. M., Nardon, L., & Sanchez-Runde, C. (2013). *Management across cultures: Developing global competencies* (2nd ed.). Cambridge: Cambridge University Press (e-book)
- Trompenaars, F. & Hampdon-Turner, C. (2012). *Riding the waves of culture: Understanding diversity in global business*. (3rd Edition) London: Nicholas Brealey
- Verbeke, Al (2013). *International business strategy: Rethinking the foundations of global corporate success* (2nd ed.). Cambridge: Cambridge University Press

**Journals:**

Global business and organizational excellence  
 International journal of global business  
 Harvard business review  
 Journal of international business studies  
 Management international review

**15. Module Leader**

Pip Weston

**16. Module Assessment Board**

Work Based and Integrative Studies Programme Assessment Board

**17. Approved by**

WBIS Approval Panel

**18. Date of Approval**

Sun, 30 Sep 2018

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