

BUSS B8018: International Business

Module Details	
Module Code:	BUSS B8018
Full Title:	International Business APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	David Coggans
Departments:	Unknown
Module Description:	no description provided

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Critically evaluate the factors that shape the globalisation process and the internationalisation of the firm; the impact of globalisation on firm strategy and operations; the evolution of strategy in multinational enterprises; specific modes of entry strategy such as FDI.
MLO2	Analyse the practice of evaluating business strategies in the light of changing business environment.
MLO3	Assess techniques designed to research, identify and evaluate potential markets, and the strategies that can be used to assist companies in penetrating these markets.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
Traditional trade theories n/a	
Modern trade theories n/a	
Globalisation n/a	
Foreign Direct Investment n/a	
International Business Environment n/a	
Assessing and analysing markets n/a	
Corporate social responsibility n/a	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Project	% of Total Mark	70
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3
Duration in minutes	0		
Assessment Description Group based project			
Assessment Type	Presentation	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3
Duration in minutes	0		
Assessment Description Presentation of group based project			
No Project			
No Practical			
No Final Examination			

Module Workload

Workload: Full Time On Campus					
Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecturer-Supervised Learning (Contact)	Contact	Facilitated workshops	Every Week	3.00	3
Independent Study	Non Contact	Independent group work	Every Week	6.00	6
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	3.00
This module has no Part Time On Campus workload.					

Module Resources

Recommended Book Resources

Rugman, A. M., and S. Collinson. (2009), International Business, 5th edition. Pearson Educational Limited, [ISBN: 978027-3716-549].

Supplementary Book Resources

Ball, Donald. A., Geringer, M., S Minor, M., and Jeanne M. McNett. (2010), International Business – The Challenge of Global Competition, 12th. McGraw Hill, US, [ISBN: 978007-7318-833].

Stiglitz, J. (2002), Globalization and its Discontents, Penguin Books, England, [ISBN: 978014-1010-380].

This module does not have any article/paper resources

Other Resources

Website, World Trade Organization. -,

<http://www.wto.org>

Website, Economic and Social Research Institute. -,

<http://www.esri.ie>

Website, Organisation for Economic Cooperation and Development. -,

<http://www.oecd.org>