

Principles and Practices of International Business

Module Code:	SIB4001-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 4

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	24
Tutorials	22
Directed Study	154

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Academic Year (Sept -
BDA	University of Bradford / Academic Year (Sept - May)

Module Aims

This course aims to familiarise students with key concepts, terminologies, theories and frameworks of international business studies. It also encourages an in-depth discussion of the engagement between International Business and other actors such as national governments and international institutions in the context of changing global economy and an appreciation of the principles underlying the internationalisation strategies and key features of the international business environment within which firms operate.

Outline Syllabus

International Business: An overview
 Trends in International Business: Explanations and Evidence
 The economic environment of international business
 The financial environment of international business
 The political and legal environment of international business
 The cultural environment of international business
 International Trade theories
 Theories of the multinational enterprise
 Government influence on trade and foreign direct investment
 The motivations of international expansion and international business entry strategies
 Foreign location evaluation and selection

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1
 - 1a Demonstrate knowledge and understanding of the concepts, terminologies, theories and frameworks of international business studies.
 - 1b Demonstrate a broad knowledge and understanding of key features of the international business environment within which firms operate.
- 2
 - 2a Select and apply appropriate concepts and theories in assessing international business environmental factors
 - 2b Use a range of established techniques to initiate and undertake analysis of entry mode and location choices.
- 3
 - 3a Independently analyze information
 - 3b Develop presentation, communication, project reporting and team-working skills.

Learning, Teaching and Assessment Strategy

Knowledge is disseminated in lectures with tutorial support, in the form of case study, debate and tutor-led interactive sessions to discuss the development of individual projects. Formative verbal feedback is provided in tutorial sessions. Tutorial sessions will allow students to develop their personal transferable skills as well as technical skills.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Closed Book examination	1.5 hours	50%	Yes
Summative	Coursework	Individual Assignment	0-2000 words	50%	No

Legacy Code (if applicable)

Reading List

To view Reading List, please go to [rebus:list](#).