

Current issues in International Business

Module Code:	SIB6007-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 6
Module Leader:	Professor Chengang Wang
Additional Tutors:	Samuel Adomako
Pre-requisites:	International Business Strategy 2017-18
Co-requisites:	

Contact Hours

Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

The module aims to make students aware of current and contentious issues in International Business, and expose the latest thinking and practice in international business from the perspective of companies and other major stakeholders. It will provide a diverse and challenging range of issues pertaining to areas of globalization, multinational corporations, corporate social responsibility and international business. The module will build on

knowledge from previous international and management modules to help students to develop a critical understanding of contemporary issues.

Outline Syllabus

Part I: Current issues - globalisation: The interconnectedness of global markets; Globalization controversy: the demise of globalisation? And, state capitalism and the power of states in international trade and investment. Part II: Current issues - organising international business: Organizational design - new forms for global and international companies; Role of technology in contemporary IB; Business models for internationalization; Value chains and sourcing arrangements (Out / in / near / far sourcing). Part III: Current issues - managing international executives; Beyond expatriate transfers/new forms of international assignments; Female managers and leadership of International companies; Managing talent and retaining employees. Part IV: Current issues - acting responsibly and ethically in international markets: Transfer pricing; Environmental impacts of international trade and investment; Conflict and co-operation between local communities and foreign companies in emerging markets; Intellectual property Piracy.

Module Learning Outcomes

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

- 1
 - 1a. Critically understand the current issues relevant to international business.
 - 1b. Synthesis the current viewpoints around the nature and extent of contemporary globalization.
 - 1c. Demonstrate a critical understanding of the developments within the areas of strategy and organisational design.
 - 1d. Critically evaluate the nature, and influence, of civil society on contemporary international business.
- 2
 - 2a. Develop strategies, resources and structures to successfully operate in contemporary international markets.
 - 2b. Apply theoretical tools from the literature to critically evaluate current practice and effects of international business.
 - 3c. Suggest business decisions which take into account the complexity of the sustainability agenda in its broadest sense.
- 3
 - 3a Work both independently and within groups to meet deadline.
 - 3b Demonstrate skills in report writing

Learning, Teaching and Assessment Strategy

Lectures seek to express and critique the key concepts, issues, definitions and characteristics pertaining to contemporary IB issues. Seminars will be used to discuss the issues in further depth and provide formative assessment on student coursework. Videos, handouts and case studies will be used in lectures and/or within seminars. This learning will be supplemented through directed private and group study. LO, 3a. A comprehensive reading list will be provided including key Internet sources.

Assessment is via individual coursework. LO, 1a, 1b, 1c, 1d, 2a, 2b, 2c, 3b.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual assignment 4000 words	0-4000 words	100%	Yes

Legacy Code (if applicable)

Reading List

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