

Module Details	
Module Title	Current Issues in International Business
Module Code	SIB6007-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Strategy and International Business
FHEQ Level	FHEQ Level 6
Pre-requisites	SIB5001-B, RPL5000-R
Co-requisites	N/A

Contact Hours	
Type	Hours
Lectures	24
Seminars	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1
ONA	College of Banking and Financial Studies / Semester 1

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.

Learning Outcomes

Outcome Number	Description
01	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.
02	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. 2c) Suggest business decisions which take into account the complexity of the sustainability agenda in its broadest sense.
03	3a) Work both independently and within groups to meet deadline. 3b) Demonstrate skills in report writing.

Learning, Teaching and Assessment Strategy

Lectures (online) 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.

The individual coursework assignment assesses all learning outcomes.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Individual assignment 4000 words 0-4000 words	N/A	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

© University of Bradford 2020

<https://bradford.ac.uk>