

Module Details	
Module Title	Principles and Practices of International Business
Module Code	SIB7502-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Strategy and International Business
FHEQ Level	FHEQ Level 7
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Lectures	24
Seminars	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims
To provide students with a foundation in the theory and practice of international business to understand business environmental factors facing multinational enterprises in foreign countries and strategies of international business enterprises To provide students with an opportunity to develop skills in theory-based analysis of the international business context and in formulating international business strategy.

Outline Syllabus
Unit 1: Introduction and Overview: Unit 2: The environment of International Business: Unit 3: Country evaluation and selection: Unit 4: The strategy and structure of International Business: Unit 5: Managing Business Functions Internationally:

Learning Outcomes	
Outcome Number	Description
01	Demonstrate critical understanding of international business enterprises, their management, and the environment in which they operate; Demonstrate critical understanding and knowledge of international business theories and frameworks and their practical application.
02	Employ relevant international business theory to identify and assess features of global, domestic and foreign country markets that impact the operations of specific international business enterprises; Formulate basic strategic responses to opportunities and challenges facing international business enterprises.
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Learning, Teaching and Assessment Strategy
The delivery of the module will be through blended lectures, seminars and direct study. The blended approach will combine online lectures, seminars and face to face on-campus teaching. This module consists of a series of lectures supported by seminars in which cases will be analysed and issues debated. Summative assessment in the form of individual assessment, supported by a formative assessment in the form of group presentation. Formative assessment - each group will be asked to give a presentation evaluating one element of a chosen case firm's international business strategy, structure or implications of international business for its functional areas. Group presentations in all will cover main topics of the module) Tutor feedback will be provided to each group after their presentation, covering organisation of evidence and references, application of theories, developing own arguments/insights, etc.. Comments on each presentation from students will also be sourced, with a view to stimulate discussions on challenging issues and their engagement with the module.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	individual coursework	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.

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