

| Module Details |                                                    |
|----------------|----------------------------------------------------|
| Module Title   | Principles and Practices of International Business |
| Module Code    | SIB7502-B                                          |
| Academic Year  | 2022/3                                             |
| Credits        | 20                                                 |
| School         | School of Management                               |
| FHEQ Level     | FHEQ Level 7                                       |

| 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:<br>Unit 2: The environment of International Business:<br>Unit 3: Country evaluation and selection:<br>Unit 4: The strategy and structure of International Business:<br>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.            |
| 03                | Research, read and analyse academic and practitioner business literature and employ it in decision-making; Integrate information from various sources to develop more holistic bases for decision-making; Demonstrate presentation and group-work skills required to operate effectively in a multicultural business environment.. |

| Learning, Teaching and Assessment Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>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.</p> <p>This module consists of a series of lectures supported by seminars in which cases will be analysed and issues debated.</p> <p>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.</p> |

| Mode of Assessment |            |                       |           |
|--------------------|------------|-----------------------|-----------|
| Type               | Method     | Description           | Weighting |
| Summative          | Coursework | individual coursework | 100%      |

| Reading List                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a> |

*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 2022

<https://bradford.ac.uk>