

INTERNATIONAL BUSINESS

INTERNATIONAL YEAR ONE BUSINESS (IYOne Business)



SYLLABUS OVERVIEW

Module Code	IDBIB001
Module Name	International Business
Programme Name	International Year One Business
Percentage breakdown of Coursework	25%
Percentage breakdown of Exam/Test	75%
Delivery period	The syllabus will usually be delivered over a single 15-week semester
Recommended minimum teaching hours	5 hours per week (over 15 weeks)
Recommended minimum independent study hours	5 hours per week (over 15 weeks)

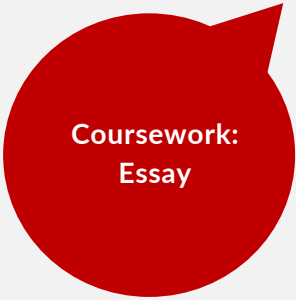
AIMS


This module aims to provide business students with a foundation in the theory and practice of international business while also developing students' interest, knowledge and appreciation of current global economic/business issues and the challenges they pose for management. In addition, the module seeks to provide students with the necessary knowledge and understanding needed to appreciate the principles underlying the internationalisation strategies of firms, develop students' understanding of the key features of the international business environment within which firms operate as well as to encourage students to consider how government, firms and consumers influence, and are influenced, by international business development.

TOPICS OF STUDY

- ⇒ An Introduction to International Business
- ⇒ Historical and Current Patterns of International Trade
- ⇒ Understanding Foreign Direct Investment
- ⇒ Globalisation
- ⇒ International Trade - Introduction and Classical Theories
- ⇒ International Trade - Modern Theories
- ⇒ MNE's - Motives and Methods of Entry into Foreign Markets (Part 1)
- ⇒ MNEs - Methods of Entry into Foreign Markets (Part 2)
- ⇒ Theories of MNE
- ⇒ Internationalisation and Functional Areas of Business
- ⇒ Host Country Influences on International Business Development (Part 1)
- ⇒ Host Country Influences on International Business Development (Part 2)

ASSESSMENT

 <p>Coursework: Essay</p>	What is Assessed?	Topics A-F
	Duration/Word Count	1250-1500 words
	Total Marks	100
	Rubric	Students will be required to produce one individually completed essay which will enable students to apply relevant concepts and theories relating to international business.
	Contribution to Overall Grade	25%

 <p>Examination</p>	What is Assessed?	Topics A-L
	Duration/Word Count	2 hours 30 mins
	Total Marks	75
	Rubric	<p>Section A:</p> <ul style="list-style-type: none"> ⇒ 3 compulsory questions; 2 worth 10 marks and 1 worth 15 marks. ⇒ The two 10-mark questions will examine knowledge and understanding only. ⇒ The 15-mark question will require students to demonstrate knowledge, understanding and analysis skills. <p>Section B:</p> <ul style="list-style-type: none"> ⇒ 2 essay questions from a choice of 3 (20 marks each)
	Contribution to Overall Grade	75%

GENERAL LEARNING OUTCOMES

On successful completion of this module, a student will be able to:

Knowledge and understanding	<ul style="list-style-type: none"> ⇒ Demonstrate knowledge and understanding of the underlying theories and principles of international business. ⇒ Demonstrate an understanding of how different stakeholders influence, or are influenced, by international business development.
Intellectual skills	<ul style="list-style-type: none"> ⇒ Independently analyse concepts and information for critical thoughts. ⇒ Develop analytical, communication and team-working skills.
Practical skills	<ul style="list-style-type: none"> ⇒ Recognise and apply relevant concepts and theories to a given scenario.
Transferable skills	<ul style="list-style-type: none"> ⇒ Work individually or in a group to analyse and evaluate a given scenario ⇒ Use analytical tools and critical thinking to analyse a given scenario.