

Module code: MOD007242	Version: 3 Date Amended: 07/Aug/2024
-------------------------------	--

1. Module Title
International Business

2a. Module Leader
Umberto Lanzano

2b. School
School of Economics, Finance and Law at Anglia Ruskin University

2c. Faculty
Faculty of Business and Law

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BSc (Hons) International Business Management; BSc (Hons) International Business Management [accelerated]; BSc (Hons) International Business Management [extended]; BSc (Hons) International Business Management (with placement year); BA (Hons) Business		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

You'll use this module to gain deeper understanding of the external factors shaping business decisions by examining the functions of international business in the contemporary context and how they relate to important political, economic and ethical debates with a focus on operations and functions of modern international businesses and their relationship with complex strategic challenges. You'll look at the practices of large and small companies and how international businesses organise their global activities in a world with increasing connectivity and diversity and discuss the key functions, such as international marketing, international talent management and innovation.

6b. Outline Content

- Globalisation
 - Institutions, drivers, effects on firms, trade barriers, demographic shifts, Foreign Direct Investment and the broader impacts
 - political, economic and legal systems
- International Trade
 - Theories: mercantilism, absolute and comparative advantage, Heckscher-Ohlin, product life-cycle theory and new trade theory
 - Importing, exporting, and countertrade
 - International finance/capital flows
- Organisation of International Businesses
 - Control systems, incentives, processes, culture, people, organisational structures, differentiation and integration mechanisms, strategy and performance
- Ethics, Corporate Social Responsibility, and Sustainability
 - Ethical theories and dilemmas, business ethics, employment practices, human rights, environmental pollution, corruption and the moral obligations of multinationals
- Differences in Culture
 - Cultural values and norms, societal structures, national culture, religion, education, language, social structures and Hofstede's cultural dimensions.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Global Edge: <http://globaledge.msu.edu/>

FT.com

Economist

Knowledge@Wharton

Business Week

Fortune

www.wsj.com

www.bloomberg.com

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand the complexity of international business;
2	Knowledge and Understanding	Demonstrate intermediate level understanding of the external environment in which international businesses operate;
3	Knowledge and Understanding	Display knowledge of the central theoretical contributions to the understanding of international business;
4	Intellectual, practical, affective and transferrable skills	Demonstrate development in research skills, critical thinking and essay construction;
5	Intellectual, practical, affective and transferrable skills	Work independently and manage time and meet deadlines;
6	Intellectual, practical, affective and transferrable skills	Plan and execute a research or consultancy project into business and management issues.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	49	1-6	2 hour Tutor-led Workshop (2 hr x 11 weeks) 2 hour Studentled Workshop (2 hr x 12 weeks) Screencast or equivalent (20 minute maximum) x 10 weeks minimum.
Student managed learning	251	1-6	Learning activities provided and explained on Canvas and assessment preparation.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1,2,3,5	50 (%)	Fine Grade	30 (%)
Mid-term Essay 2000 words					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	2,4,5,6	50 (%)	Fine Grade	30 (%)
Portfolio 3000 words					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*). In addition, students are required to: (a) achieve the qualifying mark for each element of fine graded assessment as specified above (b) pass any pass/fail elements [* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]
--