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MODULE DESCRIPTOR

Module Title

Global Business Practice

Reference	BS4330	Version	2
Created	August 2017	SCQF Level	SCQF 10
Approved	July 2013	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

Aims of Module

The module aims to develop students' understanding of the context of international business and its environment; international business strategies and operations and the internationalisation of the firm.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Demonstrate a critical understanding of the principles, theories and concepts that underpin international business.
- 2 Identify and appropriately use a wide range of relevant academic and business resources to investigate international business activities.
- 3 Make informed and evidence-based judgments on the operation of international business which match firm capabilities to location advantages or disadvantages.
- 4 Synthesise complex information to make a recommendation of strategic significance to international business firms.

Indicative Module Content

Strategic motivations for engaging in international business; the role of the multinational firm; location advantage and firm-specific advantage; political economy effects on firm strategy; country evaluation and selection methods; market entry evaluation and selection methods; the organisation of international business; international value chains of production; modes of operation in the international firm; ethics in international business.

Module Delivery

Lectures, seminars, tutorials

Indicative Student Workload	Full Time	Part Time
Contact Hours	35	N/A
Non-Contact Hours	115	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4

Description: A single coursework to be submitted following module delivery.

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60%-69%
C	50%-59%
D	40%-49%
E	35%-39%
F	0%-34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None, other than SCQF Level 10 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	Module BS2158 International Business.

INDICATIVE BIBLIOGRAPHY

- 1 COLLINSON, S., NARULA, R. and RUGMAN, A.M., 2020. *International business*. 8th ed. Harlow: Pearson.
- 2 DANIELS, J.D., RADEBAUGH, L.H. and SULLIVAN, D.P., 2021. *International business: environments and operations*. 16th ed. Boston: Pearson.
- 3 DICKEN, P., 2015. *Global shift: mapping the contours of the world economy*. 7th ed. New York: Guilford Press.
- 4 HILL, C.W.L., 2022. *International business: competing in the global marketplace*. 14th ed. New York: McGraw Hill.
- 5 LASSERRE, P. and MONTEIRO, F. 2023. *Global strategic management*. 5th ed. London: Bloomsbury.
- 6 SWEENEY, P.D. and McFARLIN, D.B., 2015. *International management: strategic opportunities and cultural challenges*. 5th ed. London: Routledge.
- 7 VERBEKE, A. and LEE, I.H.I., 2022. *International business strategy*. 3rd ed. Cambridge: Cambridge University Press.
- 8 WALL, S., MINOCHA, S. and REES, B., 2015. *International business*. 4th ed. Harlow: Pearson.