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## MODULE DESCRIPTOR

### Module Title

Global Business Practice

|           |            |             |         |
|-----------|------------|-------------|---------|
| Reference | BS4330     | Version     | 3       |
| Created   | March 2019 | SCQF Level  | SCQF 10 |
| Approved  | July 2019  | SCQF Points | 15      |
| Amended   | July 2019  | ECTS Points | 7.5     |

### Aims of Module

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 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  | 36        | N/A       |
| Non-Contact Hours  | 114       | 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: | Individual coursework |            |      |                    |            |

**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:                                  |
|--------------|--|
| <b>A</b>     | 70% or above   |
| <b>B</b>     | 60%-69%  |
| <b>C</b>     | 50%-59%  |
| <b>D</b>     | 40%-49%  |
| <b>E</b>     | 35%-39%  |
| <b>F</b>     | 0%-34%   |
| <b>NS</b>    | 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.