

<b>Module Title</b> <b>International Business</b>	Reference BSM517 SCQF SCQF Level 11 SCQF Points 15 ECTS Points 7.5 Created May 2002 Approved August 2013 Amended August 2013 Version No. 5
<b>Keywords</b> Globalisation; Market Entry Strategies; International Business Environment; International Trade Theory; International Business Strategy; Multinational Enterprises.	

## This Version is No Longer Current

The latest version of this module is available [here](#)

### Prerequisites for Module

None in addition to SCQF 11 entry qualifications or equivalent.

### Indicative Student Workload

	Full Time	Distance Learning
<i>Contact Hours</i>		
Lectures/Seminars/Workshops	32	32
Supervised Assessment	3	3

### Corequisite Modules

None.

#### *Directed Study*

Directed Study	40	40
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### Precluded Modules

None.

#### *Private Study*

Private Study	75	75
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### Mode of Delivery

#### Aims of Module

The aim of the module is to study selected aspects of business relating to the management of the firm in an international environment.

#### Taught Mode (T)

The module is delivered in Taught Mode by lectures, interactive group work, case study tutorials/seminars/workshops and directed self-study.

#### Distance Learning Mode (DL)

The module is delivered in Distance Learning mode by directed self-study from paper-based or web-based learning materials, supported by workshops and/or on-line support.

### Learning Outcomes for Module

On completion of this

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

1. Critically evaluate the sources, issues and dynamic processes in the global economy and assess their impact on a range of stakeholders.
2. Acquire and critically analyse relevant data on the broad economic, political, legal, social and technological forces relevant to international business.
3. Critically evaluate the development and impact of transnational and multinational business on the functioning of global, regional and national economies and analyse the implications for managerial behaviour.
4. Synthesise the interrelationships between business systems, organisational forms and managerial behaviour and evaluate their implications for strategy and competition in an international context.

### Indicative Module Content

Internationalisation issues and concepts; classical and contemporary views on international trade and sources of competitive

### Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4

Component 1 is a closed book examination (duration 3 hours).

### Indicative Bibliography

1. DANIELS, J.D., RADEBAUGH, L.H. and SULLIVAN, D.P., 2015. *International business: environments and operations*. 15th ed. New Jersey: Pearson Prentice Hall. *ebook*
2. DICKEN, P., 2011. *Global shift: mapping the changing contours of the world economy*. 6th ed. New York: Guilford Press. *ebook*
3. LASSERRE, P., 2003. *Global strategic management*. Basingstoke: Palgrave Macmillan. *ebook*
4. RUGMAN, A.M. and COLLINSON, S., 2012. *International business*. 6th ed. Harlow: Pearson. *ebook*
5. \*VERBEKE, A., 2013. *International business strategy: rethinking the foundations of global corporate success*. 2nd ed. Cambridge: Cambridge University Press. *ebook*

\*Denotes key module text

advantage; international environmental analysis; International organisation structures; Selected functional management and configuration issues in an international context; Managing geographically-distributed operations and supply chains; Globalisation and subsidiary strategies; Strategies of multinational enterprises; Investment and divestment criteria relating to country choice, sequence and market entry/exit decisions and strategies.