

Name of Course / Module	International Business Management				
Course Code	MBA-P 705				
ECTS	6				
Name of Academic Staff					
Rationale for the inclusion of the course/module in the programme	This theme provides the necessary knowledge, skills and practices to design and construct the strategies to conquer, establish and sustain a viable position in foreign markets. These strategies include the understanding, appreciation, and successful management of multiculturalism. The theme approaches strategies from macro and micro levels. It also includes the strategic formulation stage and allows for implementation of the decisions made.				
Year / Semester Offered	Year 1 Semester 1				
Total Student Learning Time (SLT)	Face to Face			Student Self-Learning	Total Guided and Independent Learning
	Lecture = 42 hours	Tutorial	Practical	Others = 78 hours	120
Pre-requisites (if any)	-				
Objectives	This course which combines both theory and practical application of international business theories in a global world will seek to give students a knowledge and understanding of the trends and issues in the international business sector.				
Learning outcomes	<p>At the end of the course the student will have the ability to:</p> <ul style="list-style-type: none"> • Appreciate the impact of Globalisation on organisations today • Develop strategies to secure the benefits of globalisation • Understand the environment issues of globalisation • Develop an effective entry and exit strategies of International business operations • Understand the social, political and cultural forces in International business • Develop effective strategies to secure competitive advantage through International business operations. • Developing and implementing management infrastructure and functions for international business operations 				

Transferable Skills: Skills and how they are developed and assessed, Project and practical experience and Internship	Information Technology and Information Skills	Employability	Study Skills	Problem Solving	Communication	Working with Others
	Can monitor, assess and critically reflect on the use of IT and information skills and identify ways of further developing these skills	Can assess the effectiveness of the skills development and identify further ways of developing skills required by employers	Is autonomous in study and the use of resources for learning. Makes professional use of others in support of self-directed learning.	Is confident and autonomous in problem solving. Can isolate, clarify, assess and manage resolution of most relevant problems.	Can engage confidently in academic and professional communication with others within her/his field.	Can clarify a group task and lead, work with or work within a group towards defined outcomes, making appropriate use of the capacities of the group members. Is able to negotiate and handle conflict with confidence
Teaching-learning and assessment strategy	Traditional teaching methods are mostly fit for courses like this, which require a high degree of theoretical knowledge although student participation through questions, opinions and constructive discussions is extremely valuable for an in-depth understanding of the course material. Written projects, in-class presentations and a wide range of exercises, are adopted as one of the best ways to acquire a better knowledge and understanding of the course material.					
Synopsis	International Business Management is a self-directed, integrated, learning opportunity to enable the student to demonstrate assimilated learning. Students will be introduced to the concepts of sustainable business management.					
Mode of Delivery	Lectures					

Assessment Methods and Types	Research : 50% Assignment Case Analysis Exam : 50%		
Mapping of the course/module to the Programme Aims	Key Skills	Developed and Assessed in Modules	Location and Description of Key Skill Assessment Opportunity (Formative and Summative)
	Information Technology and Information Skills	All taught modules MBA Themes	Both MBA themes culminate in the production and delivery of a group presentation. Student IT and information skills will be developed and assessed via theme based activities.
	Employability	All taught modules MBA Themes	Throughout the taught programme there is a constant emphasis upon acquiring and developing skills for employment
	Study Skills	All taught modules MBA Themes Project	<p>Acquired and developed during the management of knowledge programme and research techniques module.</p> <p>Prerequisite to a taught modules</p> <p>The MBA themes also promote problem solving.</p>
	Problem Solving	All taught modules MBA Themes	<p>All modules involve problem solving in business</p> <p>All modules include case studies/workshops to develop problem solving skills (isolate, clarify, assess and manage resolution of business problems)</p> <p>The MBA themes also promote problem solving.</p>
	Communication	All taught modules MBA Themes	<p>Discussions with class/group members using case studies and current business issues are part of taught element of each module</p> <p>Each taught module requires the production of an assessed report worth up to 50% of module mark. Its assessment includes effectiveness of written communication.</p> <p>During the taught programme students will deliver several verbal presentations – at least two of which will be assessed.</p> <p>Each theme concludes with student groups delivering a verbal presentation to panel of assessors.</p>

	Working Others	with	All taught modules MBA Themes	Group work is part of the taught element of each module. A constant in theme delivery is student group work. Students are expected to work in groups throughout the taught stage and especially during the theme residential event.		
Mapping of the course/module to the Programme Learning Outcomes	Information Technology and Information Skills	Employability	Study Skills	Problem Solving	Communication	Working with Others
	Can monitor, assess and critically reflect on the use of IT and information skills and identify ways of further developing these skills	Can assess the effectiveness of the skills development and identify further ways of developing skills required by employers	Is autonomous in study and the use of resources for learning. Makes professional use of others in support of self-directed learning.	Is confident and autonomous in problem solving. Can isolate, clarify, assess and manage resolution of most relevant problems.	Can engage confidently in academic and professional communication with others within her/his field.	Can clarify a group task and lead, work with or work within a group towards defined outcomes, making appropriate use of the capacities of the group members. Is able to negotiate and handle conflict with confidence
Content outline of the course/module and the SLT per topic						
Week	Topic			Lectures		
1	An Overview of International Business <ul style="list-style-type: none"> • What is International Business? • Why study International Business? • International Business Activities • The Era of Globalization • The Contemporary causes of Globalization 			3		

2	<p>Global Marketplaces and Business Centres</p> <ul style="list-style-type: none"> • The Marketplaces of North America • The Marketplaces of Western Europe • The Marketplaces of Eastern Europe and Central Europe • The Marketplaces of Asia • The Marketplaces of Africa and the Middle East • The Marketplaces of South America <p>Legal, Technological and Political Forces</p> <ul style="list-style-type: none"> • The Legal Environment • The Technological Environment • The Political Environment 	3
3	<p>The Role of Culture</p> <ul style="list-style-type: none"> • Characteristics of Culture • Elements of Culture • Seeing the Forest , Not the Trees • International Management and Cultural Differences <p>Ethics and Social Responsibility in International Business</p> <ul style="list-style-type: none"> • The Nature of Ethics and Social Responsibility in International Business • Ethics in Cross-Cultural and International Contexts • Managing Ethical Behaviour Across Borders • Social Responsibility in Cross-Cultural and International Contexts • Areas of Social Responsibility • Managing Social Responsibility Across Borders • Regulating International Ethics and Social Responsibility 	3
4	<p>International Trade and Investment Theory</p> <ul style="list-style-type: none"> • International Trade and the World Economy • Classical Country-Based Trade Theories • Modern Firm-Based Trade Theories • An Overview of International Investment • International Investment Theories • Factors Influencing Foreign Direct Investment <p>The International Monetary System and the Balance of Payments</p> <ul style="list-style-type: none"> • History of the International Monetary System • The Balance of Payments Accounting System 	3
5	<p>Foreign Exchange and International Financial Markets</p> <ul style="list-style-type: none"> • The Economics of Foreign Exchange • The Structure of the Foreign-Exchange Market • The International Capital Market <p>Formulation of National Trade Policies</p> <ul style="list-style-type: none"> • Rationales for Trade Intervention • Barriers to International Trade • Promotion of International Trade • Controlling Unfair Trade Practices 	3

6	<p>International Cooperation Among Nations</p> <ul style="list-style-type: none"> • The General Agreements on Tariffs and Trade and the World Trade Organization • Regional Economic Integration • The European Union • Other Regional Trading Blocks <p>International Strategic Management</p> <ul style="list-style-type: none"> • The Challenges of International Strategic Management • Strategic Alternatives • Components of International Strategy • Developing International Strategies • Levels of International Strategy 	3
7	<p>Strategies for Analyzing and Entering Foreign Market</p> <ul style="list-style-type: none"> • Foreign Market Analysis • Choosing a Mode of Entry • Exporting to Foreign Markets • International Licensing • International Franchising • Specialised Entry Modes for International Business • Foreign Direct Investment <p>International Strategic Alliances</p> <ul style="list-style-type: none"> • International Corporate Cooperation • Benefits of Strategic Alliances • Scope of Strategic Alliances • Pitfalls of Strategic Alliances 	3
8	<p>International Organization Design and Control</p> <ul style="list-style-type: none"> • The Nature of International Organization Design • Global Organization Designs • Related Issues in Global Organization Design • The Control Function in International Business • Managing the Control Function in International Business 	3
9	<p>Leadership and Employee Behaviour In International Business</p> <ul style="list-style-type: none"> • Individual Behaviour in International Business • Motivation in International Business • Leadership in International Business • Decision making in International Business • Groups and Teams in International Business 	3
10	<p>International Marketing</p> <ul style="list-style-type: none"> • International Marketing Management • Product Policy • Pricing Issues and Decisions • Promotion Issues and Decisions • Distribution Issues and Decisions 	3

11	International Operations Management <ul style="list-style-type: none"> • The Nature of International Operations Management • Production Management • International Service Operations • Managing Productivity in International Business • Managing Quality in International Business • Managing Information in International Business 	3
12	International Financial Management <ul style="list-style-type: none"> • Financial Issues in International Trade • Managing Foreign Exchange Risk • Management of Working Capital • International Capital Budgeting • Sources of International Investment Capital 	3
13	International Accounting and Taxation <ul style="list-style-type: none"> • National Differences in Accounting • Efforts at Harmonization • Accounting for International Business Activities • International Taxation Issues • Taxation of Foreign Income by the United States • Resolving International Tax Conflicts 	3
14	International Human Resource Management and Labour Relations <ul style="list-style-type: none"> • The Nature of International Human Resource Management • International Managerial Staffing Needs • Recruitment and Selection • Training and Development • Performance Appraisal and Compensation • Retention and Turnover • Human Resource Issues for Non-managerial Employees • Labour Relations 	3
	Total	42
	ECTS	6
Main references supporting the course	Hill, CWL (2019). International Business, (14 th Ed). USA: McGraw Hill	
Additional references supporting the course	<p>John D. Daniels, Lee H. Radebaugh & Daniel P. Sullivan. International business : environments and operations. 13th ed. Prentice Hall, c2010.</p> <p>Charles W. L. Hill. International business : competing in the global marketplace. 8th ed. McGraw-Hill/Irwin, c2010.</p>	

