Module Title:	International Business
Language of Instruction:	English

Credits:	10

NFQ Level:	8

Module Delivered In	4 programme(s)

Teaching & Learning Strategies:	Lectures - communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises - student will work to resolve various business scenarios. Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. E-Learning - It is envisaged that the module will be supported with on-line learning materials. Self-Direct Independent Learning - the emphasis on independent learning will develop strong and autonomous work and learning practices.

Module Aim:	This module aims to equip the student with an in-depth understanding of international business, by offering a wide range of areas that explore issues surrounding the spreading of business worldwide, the impact of globalisation, the role of the multinational corporation in the international arena, the use of outsourcing and off-shoring by companies, global human resource management, the global financial system, global competition and strategy. Students will be encouraged through lectures, continuous assessment, student presentations and class discussions to develop their understanding and critical appraisal of international business.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Assess the historical development of international business;
LO2	Critically evaluate and debate the process of globalisation and discuss the role of the multinational corporation in the global economy;
LO3	Evaluate the use of outsourcing, off-shoring and global sourcing in international business;
LO4	Critically discuss issues in the global financial system and analyse the effects of economic financial crises on international business;
LO5	Evaluate different strategies for competing globally and understand how firms can use strategic alliances to support their global strategies;
LO6	Evaluate global human resource management and examine the functions of the HR department in an international business;

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content
History of International Business Early trade; Short distance and long distance trade; The 'Age of Discovery'; The core and the periphery economy; Industrial revolution and explosive growth; The establishment of the IMF and the World Bank; GATT and the World Trade Organisation; The global shift in international business; The opening up of new markets for business.
Globalisation What is globalisation? The new policy consensus; International trade policy; Free trade and protectionism; The globalisation of markets; The globalisation of production; Drivers of globalisation; The changing demographics of the world economy; Culture and international business; Ethics in international business; The globalisation debate, winners and losers? Globalisation versus localisation; Managing in the global market place.
Global Sourcing What is outsourcing? Reasons for sourcing globally; Global sourcing arrangements; The importance of global sourcing; Finding global sources; The increasing use of electronic purchasing for global sourcing; Problems with global sourcing.
The Global Financial System Recent activities and the future of the IMF; Financial crises and the implications for international business; The Mexican currency crisis; The Russian rouble crisis; The East Asian financial crisis; Understanding Capital Markets; Capital Flows; Barriers to Capital Flows; The Expansion and Globalisation of Financial Markets.
Competing in a Global Market Place Global strategy; Exporting, Importing, FDI; The competitive challenges facing international managers; Profiting from global expansion; Pressure for cost reductions; Strategic choice and Strategic alliances; Making alliances work; Partner selection; Alliance structure; Managing the alliance.
Global Human Resource Management Regional and Cultural differences in labour conditions; Types of staffing policies; Sources of managers; Selection and training; Expatriates; Language training; Guidelines for performance appraisal; National differences in compensation; Salaries, allowances and bonuses; International labour relations.
Multinational Corporations (MNCs) The big players globally; The primary movers and shapers of the global economy; Global clustering of MNC by industry; The geography of MNC production networks; The relationship between governments and MNCs; The relationship between MNCs and host economies; The relationship between MNCs and home economies; Attracting multinational corporation investment; Foreign direct investment; MNCs and trade; Taxation of MNCs.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Academic Essay	2	50.00	Week 6
Project	Project on the internationalisation of business.	1,2,3,4,5,6	50.00	Week 12

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	6.00
Independent Learning Time	15 Weeks per Stage	11.87
	Total Hours	250.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	3.00
Independent Learning Time	Every Week	15.00
	Total Hours	18.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBLAW_B	[Bachelor of Business (Honours) in Business with Law](#)	7	Mandatory
CW_HHIBU_B	[Bachelor of Business (Honours) in International Business](#)	7	Mandatory
CW_BBBBM_B	[Bachelor of Business (Honours) in Management](#)	7	Mandatory
CW_BRLMB_B	[Bachelor of Business(Honours) in Management](#)	4	Mandatory

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBLAW_B	[Bachelor of Business (Honours) in Business with Law](#)		
CW_HHIBU_B	[Bachelor of Business (Honours) in International Business](#)		