

<b>Module Title:</b>	International Business
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	<a href="#">1 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	<ul style="list-style-type: none"> <li>• Lectures - communication of knowledge and ideas from the lecturer to the student.</li> <li>• Problem Solving Exercises/Case Studies – students will work as part of a team and will work together to discuss and evaluate scenarios related to lecture content.</li> <li>• Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills.</li> <li>• E-Learning – It is envisaged that the module will be supported with on-line learning materials including discussion boards.</li> <li>• Self-Directed Independent Learning – the emphasis on independent learning will develop a strong and autonomous work and learning practices.</li> </ul>
<b>Module Aim:</b>	To analyse the International Business Environment and provide a broad, cross-functional understanding of the players and policies at work in both the micro and firm-level areas of international business.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Critically evaluate the relevance of, and effects of globalisation, trade theories and supra-national organisations on businesses competing in the global market-place.
LO2	Conduct professional reports on the potential of new markets for a company, and present this in a professional setting.
LO3	Demonstrate an understanding of international business strategy
LO4	Evaluate the wider cultural, economic, legal, political and environmental issues that affect International Business
LO5	Demonstrate a knowledge of the effects of international business on core functional areas of the business.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

## Module Content & Assessment

Indicative Content
<b>Definition and Scope of International Business</b> • World-wide developments and the historical context • International Business in an Age of Globalisation
<b>Concepts and Theories in International Business</b> • The Internationalisation Process – Theory and practice • International Trade Theories
<b>Cultural Environment</b> • Meaning and Dimensions of culture • Managing across cultures • Cross-cultural communication and negotiations • Organisational cultural and diversity • High context and Low context countries
<b>Political and Governmental Environment</b> • Company-government relations; managing political risk; country risk assessment • Indicators/indices; corruption index
<b>Legal Environment</b> • Legal Systems/International Business Contracts/International Arbitration/ International • Law/Intellectual property
<b>Economic Environment</b> • Legal Systems/International Business Contracts/International Arbitration/ • International Law/Intellectual property
<b>Global Markets and Institutions</b> • GATT, WTO, World Bank. The International Monetary system
<b>Direct Foreign Investment</b> • Vertical and Horizontal DFI/Costs and Benefits to Home and Host Countries/Government Policy Instruments
<b>International Business Strategies</b> • Introduction to global strategic management/ Globalisation and world class organisations
<b>The Organisation of International Business</b> • Organisational Structure/Control Systems and Incentives/Organisational Culture/Organisational Change
<b>Entry Strategy and Strategic Alliances</b> • Basic Entry Decisions/ Entry Modes/Strategic Alliances/Direct Foreign Investment
<b>Exporting/Importing and Counter-Trade</b> • Improving Export Performance/Export and Import Finance/Export Assistance/Counter-trade
<b>International Marketing Management, International Selling</b> • The Globalisation of Markets and Brands/Target Market Selection/Product Attributes/Distribution Strategy/Selling and Negotiation in International Business/Communications Strategy/Pricing Strategy/New Product Development
<b>Global Human Resource Management</b> • Training and Management Development, Selection and Recruitment Criteria and Policies, Performance Appraisal, Compensation, International Labour Relations
<b>Accounting in the International Business Environment</b> • Country Differences in Accounting Standards/National and International Standards/Accounting Aspects of Control Systems
<b>Emerging Issues in International Business</b> • Ethics and corruption/ social responsibility and the international manager/ future global developments

Assessment Breakdown	%
Continuous Assessment	15.00%
Project	15.00%
End of Module Formal Examination	70.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Case study on functional area of the business	3,5	15.00	n/a

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	International Business report: Students must choose a company and produce a professional report outlining the potential of a new market for the company, including a presentation	1,2,4	15.00	n/a

No Practical

End of Module Formal Examination				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Formal Exam	Terminal Exam	1,3,4,5	70.00	End-of-Semester

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

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	6.00
Independent Learning	15 Weeks per Stage	11.87
Total Hours		250.00

  

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
Total Hours		125.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_BWBUS_B	<a href="#">Bachelor of Business (Honours) Options: in Business or Digital Marketing</a>	7	Elective