

Module Title:	International Business
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	6 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 a 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 increasing use of outsourcing and off-shoring by companies, global human resource management, the global financial system, global competition and strategy, and analysis of various sectors that have spread globally. 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	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Assess the historical development of international business;
LO2	Understand, critically evaluate and debate the process of globalisation and to discuss the role of the Multinational Corporation in the global economy;
LO3	Evaluate the increasing use of outsourcing, off-shoring and global sourcing;
LO4	Discuss and analyse economic financial crises;
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;
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
Economics 1	

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 ruble 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; 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.

Sectoral Studies Relating to the Internationalisation of Business

The textiles and garments industries; The automobile industry; The semiconductor industry; The financial services industry; The distribution industry.

Assessment Breakdown	%
Continuous Assessment	30.00%
End of Module Formal Examination	70.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Examination	In Class Assessment	1,2,3	15.00	Week 11
Project	Project on the internationalisation of business	2,5	15.00	Week 24

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End-of-Semester Final Examination	1,2,3,4,5,6	70.00	End-of-Semester

ITCarlow reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	4.00
Total Hours		7.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	26 Weeks per Stage	1.50
Independent Learning Time	26 Weeks per Stage	6.19
Total Hours		200.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HHIBU_B	<u>Bachelor of Business (Honours) in International Business</u>	4	Mandatory
CW_BBLAW_B	<u>Bachelor of Business (Honours) in Business with Law</u>	4	Mandatory
CW_BBHRM_B	<u>Bachelor of Business (Honours) in Human Resource Management</u>	4	Elective
CW_BRLMB_B	<u>Bachelor of Business(Honours) in Management</u>	4	Mandatory
CW_BBBBM_B	<u>Bachelor of Business(Honours) in Management</u>	4	Mandatory
CW_BBSCM_B	<u>Bachelor of Business(Honours) in Supply Chain Management</u>	4	Elective