

Module code	INB402	Level	4
Module title	International Business and Geographies	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) International Business	Teaching Period	Spring

1. Module description

In this module, you'll apply geo-spatial knowledge, values and cultural understanding to make better informed and successful business decisions. These might include forming international growth plans, business resourcing or refining market positioning.

Through exposure to the field of international business in theory and practice, you'll explore key emerging issues faced by diverse enterprises and critically consider potential opportunities. You'll also learn how to classify and deconstruct business practices within markets, industry sectors, geographies, and cultures, according to regions.

The aim is for you to develop greater insight into North America, Latin America, Europe Middle East and Africa (EMEA), Asia Pacific (APAC).

2. Learning outcomes

Upon successful completion of this module you will be able to:

Innovation (MLO 02)

Define and compare industry sector value propositions and geographies, combining curiosity and creativity

Decision Making (MLO 04)

Investigate and contrast different cultural norms and practices, including your own, to inform business decision making

Discipline Knowledge (MLO 07)

Explain theories, concepts and facts relevant to operating businesses internationally

Human and Environmental Impact (MLO 10)

Explore the impact of international business activity on consumption, society, and the environment.

3. Learning and teaching methods

We centre our teaching around your individual goals – identifying the skills and support you need to thrive. Interactive seminar classes ensure you will have a high level of contact with tutors, enabling you to develop your individual goals and interests. We use active and collaborative learning effectively and creatively, enabling you to learn by doing.

The teaching rationale and approach in this module is to capture all the nuances of the international business world today and bring them to life in the classroom.

We offer a distinctive, innovative challenge-based curriculum that allows you to learn and engage with your head, hands and heart. It is an experiential and experimental approach that presents you with real-life and real-world challenges at each level which can cut across modules and disciplines. It is also an active and collaborative learning experience that facilitates teamwork, entrepreneurship and use of technology in which you work together with fellow

students and tutors to learn about compelling issues, propose solutions to real problems and take actions.

You are expected to study independently alongside the scheduled learning and teaching activities. This includes your preparation for scheduled teaching and assessment, follow up work, wider reading, revision, research and completion of your assessment.

Learning hours	
Directed learning	48 hours
Workshops/Classes	48 hours
Guided/Self-guided learning	152 hours
Total	200 hours

4. Assessment, formative feedback and relative weightings

Assessment: Media Content (Group Assessment)

Weight (%): 100

Word Count or Equivalent: 12 minutes + 1200 words supporting documentation

Each group will select an organisation operating in at least two continents and five countries. You will create a podcast or a vlog, where you will summarise key socio-cultural and economic differences unique to each country and discuss how business theory can bring an insight as to how geospatial factors influence business decision making. You will provide your recommendations for optimising future performance and exploring new market opportunities. The media content will be accompanied by a report summarising the key insights and main points of discussion.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module

Assessment tasks	MLO2	MLO4	MLO7	ML10
Podcast or Vlog	X	X	X	X

5. Indicative resources

S. Tamer Cavusgil, Gary Knight & John R. Riesenberger (2022) *International Business: The New Realities*, Global Edition, 5th edition, Pearson.

S. Tamer Cavusgil, Pervez N. Ghauri & Leigh Anne Liu (2021) *Doing Business in Emerging Markets*, 3rd edition, Sage Publishing.

MarieJoelle Browaey & Roger Price (2019) *Understanding Cross-Cultural Management*, 4th edition, Pearson.

Helen Deresky (2022) *International Management: Managing Across Borders and Cultures*, Text and Cases, Global Edition, 10th edition, Pearson.

To ensure you are up to date with current issues and research you are expected to consult further sources including Trade Business Journals and Academic Journals such as Harvard Business Review, Journal of International Business Studies, Journal of World Business, Emerging Markets Review, Eurasian Geography and Economics, Management International Review, Journal of African Business and Financial Times.