

Module code	INB706	Level	7
Module title	International Business and Ventures		
Status	Core		
Teaching Period	Autumn		
Courses on which the module is taught	MA International Business		
Prerequisite modules	N/A		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	<i>Optional where offered</i>		
Additional costs	NO		
Content notes	NO		

1. Module description

International business refers to the exchange not only of physical goods but also of services, capital, technology, and human resources. This module examines the fundamental concepts, strategies, and challenges of conducting business internationally. It explores the dynamics of international business environments, the intricacies of global ventures, the implications of globalization, and the strategic decision-making processes required to expand businesses beyond borders. You will gain a comprehensive understanding of international markets, entry strategies, global competitive advantage, and venture creation in international settings.

Indicative Content

- Introduction to International Business and Ventures
- Analysis and impact of globalization on business operations
- International Market Entry Strategies
- Global Competitive Advantage
- Venture creation in international settings
- Strategic Decision-Making in International Business
- Digital Tools and Data in International Business
- Human and Environmental Impact
- Geopolitical and Technological Issues
- Ethics and Corporate Governance

2. Learning Outcomes

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

Digital Data and Tools (MLO 06):

Appraise and utilise digital tools in the presenting your work in international business.

Discipline Skills (MLO 08):

Combine and employ advanced discipline-specific knowledge techniques and tools for your assessment(s) in the area of international business

Interdisciplinary Perspectives (MLO 09)

Integrate different disciplinary approaches in proposing insights into multifaceted, complex scenarios in the area of international business and ventures.

Human and Environmental Impact (MLO 10):

Evaluate the impact of human activity, including your own on people and on the environment to offer sustainable solutions.

Learning and teaching methods, and reasonable adjustments

The teaching/learning strategy for this module has been designed to ensure that learners acquire the course level learning outcomes. Methods applied towards this end include seminars for consolidation, extension work and self-exploration; student presentations to provide learners opportunities to discuss and research relevant to their personal interest; research discussion groups, to apply theories studied in-class to real-life situations and formative learning, to check students' understanding of theory and practice.

You are expected to be self-directed in their readings and preparations for each class.

Learning hours			200
Directed Learning			48
Workshops/seminars			
4 hr x 12			
Guided/Self-guided learning			152

Students seeking reasonable adjustments should consult the current Disability Policy:
<https://www.regents.ac.uk/policies>

3. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Individual Report, a min of 1,500 + 10% max or equivalent - 50% of TMM

You are to deconstruct the way international managers in a real company have approached internationalisation opportunity in a specific country.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Assessment component 2: Digital Presentation (Group Assessment); a min 8 - max 10 minutes and a min of 750 words + 10% max Self Reflection Report; 50% of TMM

Based on current world issues facing multinationals today, using theories and literature in the chosen area you will work in teams to present in a digital format such as social media, digital video, digital magazines, etc the geopolitical and technological issue(s) facing multinational organisations including the human and environment challenges they are facing and self-reflect on your learning and contribution and your team's effectiveness.

Allocation of marks for group work will be specified in the module assignment brief.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	LO6	LO8	LO9	L10
Individual Report		X	X	
Digital Presentation	X	X	X	X

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

4. Indicative resources

Aerni, P., 2018. *Global Business in Local Culture*, Springer

Alon, I., 2010 *Franchising Globally: Innovation, Learning and Imitation*, Palgrave Macmillan

Bartlett, C. and Ghoshal, S., 2002. *Managing Across Borders: The Transnational Solution*, Boston MA: Harvard Business School Press

Bitzenis, A., Vlachos, V., and Papadimitriou., 2012. *Mergers and Acquisitions as the Pillar of Foreign Direct Investment*, Palgrave-Macmillan

Buckley, P., 2018. *The Global Factory-Networked Multinational Enterprises in the Modern Global Economy*, Edward Elgar Publishing

Cavusgil, S. T., Knight, G., & Riesenberger, J. R., 2020. *International Business: The New Realities*. Pearson.

Chang, S., 2015. *Multinational Firms in China: Entry Strategies, Competition and Firm Performance*, OUP

Crane, A. and Matten, D., 2015. *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization*, Oxford University Press

Hill, C. W. L., & Hult, G. T. M., 2020. *International Business: Competing in the Global Marketplace*. McGraw-Hill Education.

Ibeh, K., Adeleye, I., and Ajai, O., 2018. The rise of African multinationals: Are IB Scholars paying sufficient attention?, *AIB Insights*, 18(4): 10-14.

London, T., and Hart, S.L., 2004 Reinventing strategies for emerging markets: Beyond the transnational model, *Journal of International Business Studies*, 35(5): 350-370.

Ramamurti, R., 2012. What is really different about emerging market multinationals?', *Global Strategy Journal*, 2(1): 41-47.

Sitkin, A. and Mangion, K., 2020. *Absolute Essentials of International Business*, Routledge