

Modules Description

Module Title

International Business

Module Content

The module introduces students to international business focusing on exploring the drivers and risks related to internationalisation, international business theory and different ways in which international business is organised. The module explores all types of international business – small firms to complex transnational companies, manufacturing and services, platform-based businesses, and different national contexts. The emphasis placed on different national contexts is positioned within an analysis that highlights the importance of understanding interactions between place and space and international business or the local contexts within which international business is practiced. The module develops a comparative and critical analysis of international business theory and encourages students to apply theory to practice using case studies. Theory is explored in the context of application to support practice by identifying and exploring the drivers, challenges and risks related to international business practice.

Module Learning Outcomes

On completion of this course, students will be able to:

- Assess and critically evaluate the drivers and risks behind international business in the context of the complex nature of international business environment.
- Explain and review advances in international business theory.
- Appraise and compare different approaches to understanding international business.
- Apply international business theory to understanding international business in place and across space.
- Critical thinking and judgement skills, systematically applied to different international business scenarios and/or simulations.

Assessment

(2500) word equivalent) individual digital artefact assignment (50%).

(2500 word equivalent) individual case study analysis – written report (50%).

Textbook(s)

Simon Collinson, Rajneesh Narula and Alan M. Rugman, International Business, 2017, 7th edition, Pearson, ISBN:-13: 978-1-292-06439-0.

Module Title

International Strategy

Module Content

Strategy evaluation and formulation is an essential task within all organisations, domestic and international, which requires the analysis of complex information. This module introduces students to the tools, theories and concepts of strategic management, with a focus on international businesses. It allows students to develop an understanding of the internal and external environments of firms, and critically assess their strategies as well as propose and evaluate strategic options. By learning how to analyse firm strategy, students will gain insight into how firms strive to achieve and maintain competitive advantage, and what makes some companies more successful than others.

Module Learning Outcomes

On completion of this course, students will be able to:

- Review the models and frameworks for the strategic analysis of international businesses.
- Apply relevant tools, theories and concepts to identify contemporary strategic issues in international business.
- Appraise the external and internal environments of international firms to determine appropriate strategies.
- Demonstrate an understanding of strategy in the context of diverse global environments and within different types of organisations.
- Develop strategic decision-making and cross-cultural skills for organisations operating in different areas of the world.

Assessment

(3000 word) individual assignment 70%

(2500 word equivalent) group visual presentation, e.g. using powerpoint, videos, posters, dramatic role play (30%).

Textbook(s)

Gerry Johnson; Patrick Regner; Kevan Scholes; Duncan Angwin; Richard Whittington, Exploring Strategy, 2017, 11th New edition, Pearson, ISBN-13:9781292145174.

Module Title

Practising and Managing International Business

Module Content

Practising and managing business activities internationally is a complex task that requires special skill sets to cope with the diverse and complex international business context. This module explores the skills managers require to succeed in today's complex and turbulent global business environment. Students are introduced to the challenges that are faced by managers and practitioners when working with people and organisations around the world as well as the skills and techniques needed to deal with these issues. This includes helping students become *culturally competent* and able to build mutually beneficial working relationships. In addition, the module supports students in developing key *global management skills* (including global leadership, global teams, communication, and negotiation) as well as the ability to adapt these skills to fit cross-cultural or multicultural contexts. Students will develop practical project management and leadership skills in international business as part of the module.

Module Learning Outcomes

On completion of this course, students will be able to:

- Identify and critically evaluate the challenges and opportunities facing global practitioners and managers.
- Appraise and critically assess cultural differences and similarities across borders as well as differences within countries.
- Critically analyse how cultural differences can affect the management of foreign operations and managerial responses.
- Demonstrate an understanding of key management practices in the context of international business.
- Apply the theoretical concepts learnt on the Module to the practice of International Business.
- Develop negotiation, facilitation, communication, leadership and project management skills for enabling organisational cooperation and collaboration.

Assessment

(3000 word equivalent) report or digital artefact individual assignment (70%).

(2500 word equivalent) group visual presentation (e.g. using powerpoint, videos, posters or dramatic role play) 30%.

Textbook(s)

Charles W. L. Hill, International Business: Competing in the Global Marketplace, 2021, 13th Edition, McGraw Hill, ISBN: 9781260575866

Module Title

Governance and Global Responsibility

Module Content

This module will aim to provide students with the knowledge and tools to become responsible international business professionals. The module will explore the different responsible business models that companies can use to drive change and explain why well-governed global businesses are particularly well positioned to tackle the world's biggest environmental problems.

This module explores how global businesses can:

- (a) step away from CSR as a side activity, to make it a core part of their business model.
- (b) transition to a more responsible and sustainable business model, including circular economy approaches, creating positive social impact and enhancing performance.
- (c) reconceptualise the critical global challenges facing businesses globally, and how to transform them into profitable and scalable growth opportunities or as bases of future competitive advantages.

In so doing, students will understand the corporate governance mechanisms businesses, as social systems, need to manage their public affairs, and generate and implement collective decisions to enhance societal well-being.

Module Learning Outcomes

On completion of this course, students will be able to:

- Critically evaluate global business models that drive responsible change.
- Explore why individual as well as collective responsibility matters and how responsible global business can be a catalyst for system-level change in the face of significant global environmental issues, such as climate change and income inequality.
- Examine the broader environmental, political, and social landscape in which global businesses operate and trade-offs involved, including the role of market and non-market forces such as government, investors, and customers, and understand the bases for best practices in corporate governance in multi-stakeholder contexts.
- Critically reflect on their role as a professional or leader and their ability to affect change in international business through a more responsible approach to tackling global social and environmental challenges.

Assessment

(3000 words) Case study analysis – written report (70%).

(2500 word equivalent) Group visual presentation that critically reflects on, and evaluates levels of responsibility and governance in different organisational contexts (e.g. using powerpoint, videos, posters or dramatic role play) (30%).

Textbook(s)

Bob Tricker, Corporate Governance, 2019, 4th Edition, Oxford University Press, ISBN-13: 9780192559197.

Module Title

International Business Data Analytics

Module Content

The module explores data analytics within the everyday practice of international business. The focus is on identifying international business challenges and exploring the development of data informed solutions. This includes identifying and refining the business challenge in the context of the shift towards big data and real-time data analytics. The focus is on ensuring that students are able to reliably evaluate the rigour and robustness of all types of business data, including that generated from AI; machine learning and social media in order to create insights into the practice of international business and inform data driven decisions. The module also provides students with a clear understanding on how to design and implement an IB research project, focusing on the relationship between data analytics and practice.

Module Learning Outcomes

On completion of this course, students will be able to:

- Comprehend and interpret the role of business data in generating new information and knowledge.
- Critically evaluate how data can be used to generate actionable insights within international business strategic decision-making processes.
- Appraise the complexities when gathering/ managing and analysing data in the context of a task and finish business project.
- Evaluate and critically appraise data in application to existing and emergent international business contexts and challenges.
- Select and apply appropriate data collection and processing techniques to address set international business challenges and problems.
- Demonstrate digital fluency and being able to identify the implications for international business.

Assessment

(3000 word) individual report assignment (70%).

(2500 word equivalent) group infographic informed presentation, highlighting the practice implications of data analysis to inform decision-making (30%).

Textbook(s)

Kirill Eremenko, *Confident Data Skills*, 2020, 2nd Edition Kogan Page, ISBN-13: 9781789664393.

Module Title

Disruptive Innovation and International Business

Module Content

The development and diffusion of a new generation of advanced technologies and process innovations has opened a new period of industrial and societal transformation which will significantly disrupt international business. These new disruptive technologies will transform the international organisation of production and distribution of goods, and services and have complex consequences for the environmental and social wellbeing. The module aims to provide students with an in-depth theoretical and practical understanding of technological change, and the processes of learning and knowledge creation underpinning these activities. The module focuses on the interactive character of innovation to study how different national business and innovation systems, industrial platforms and global value chains in different national contexts and the ways in which these shape the development and diffusion of innovation. How business networks, governments and social organisations manage and respond to these disruptive changes is a critical element of this module.

Module Learning Outcomes

On completion of this course, students will be able to:

- Discuss and critically analyse the nature of innovation processes across different industries.
- Explain the disruptive impact of radical technological change on firms, global value chains, international business eco-systems and business networks.
- Appraise the impact of disruptive innovation and technological change on international, national and regional innovation and business systems.
- Apply a system's approach to the analysis of the complex societal challenges associated with disruptive innovation at global level.
- Develop problem solving skills for dealing with real world complexity, ambiguity and uncertainty.
- Develop critical thinking and communication skills.

Assessment

(3000 words) Individual essay assignment (70%).

(1500 words equivalent) Individual business report of a possible solution to a complex real world problem that explores elements of disruption and adoption of innovative practices (30%).

Textbook(s)

Mike Kennard, The A to Z of Innovation Management Essential Guide to 26 Key Innovation Management Theories, Models & Frameworks, 2018, Mc Kastle, ISBN 13: 978-1999682316

Module Title

Dissertation

Module Content

The MSc International Business dissertation module is designed to enable students to undertake their own in-depth research and 'pathway to practice' study in a subject of interest related to their degree programme. The dissertation involves completing: (1) a traditional academic component, which might include an abstract, introduction, literature review (or a systematic literature review), research design and methodology, as well as presentation of (qualitative, quantitative or mixed methods) research findings, a discussion and conclusion, along with; (2) a sector based policy or strategy document, and/ or an applied case review with 4-5 recommendations for international business practice. In addition, students may be encouraged to consider ways in which their dissertation can be presented for public dissemination of findings, for example, by presenting their work visually and/or audio-visually in an accessible manner for a (non-academic) international business audience.

Module Learning Outcomes

On completion of this course, students will be able to:

- Undertake a substantial piece of independent research intended to inform practice.
- Challenge the literature, identifying an appropriate research design and methodology, analysing data, collating evidence, and considering the implications of their research for international business practice.
- Lead, plan, project manage and organise a major research project.
- Effectively communicate research findings.
- Identify and critically evaluate the research project's practice-based implications.

Assessment

Dissertation involving:

Part A - 12000 academic component (80%) and;

Part B - 2000 word policy, strategy and/or applied practice document (20%).

Textbook(s)

Saunders M, Lewis P and Thornhill A, Research Methods for Business Students, 2016, 7th edition, Harlow: FT Prentice Hall, ISBN-13: 978-1292016627.