

MODULE SPECIFICATION PROFORMA

Module Title:	Transnational Business Practices	Level:	7	Credit Value:	20
----------------------	----------------------------------	---------------	---	----------------------	----

Module code:	BUS7AP	Is this a new module?	YES	Code of module being replaced:	N/A
---------------------	--------	------------------------------	-----	---------------------------------------	-----

Cost Centre:	GAMP	JACS3 code:	N120
---------------------	------	--------------------	------

Trimester(s) in which to be offered:	1, 2 & 3	With effect from:	September 17
---	----------	--------------------------	--------------

School:	Business	Module Leader:	Dr Jan Green
----------------	----------	-----------------------	--------------

Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBA (International)	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval January 17

APSC approval of modification *Enter date of approval*

Version 1

Have any derogations received SQC approval?

N/A

Module Aims
To provide a rich application of transnational business concepts. To review the economics and policies of international trade. To reveal the rationale and differences between countries of the world and ways in which global trade plays an influential role.

Intended Learning Outcomes			
Key skills for employability			
KS1	Written, oral and media communication skills		
KS2	Leadership, team working and networking skills		
KS3	Opportunity, creativity and problem solving skills		
KS4	Information technology skills and digital literacy		
KS5	Information management skills		
KS6	Research skills		
KS7	Intercultural and sustainability skills		
KS8	Career management skills		
KS9	Learning to learn (managing personal and professional development, self-management)		
KS10	Numeracy		
At the end of this module, students will be able to		Key Skills	
1	Critically analyse the drivers of globalization and identify the potential benefits and challenges of transnational trade	KS1	KS3
		KS5	KS6
		KS7	
2	Provide an critical insight into the concept of culture and how values and beliefs impact of global trade opportunities	KS1	KS3
		KS4	KS5
		KS6	KS7
3	Select and apply aspects of international trade theory to a business scenario	KS1	KS2
		KS3	KS5
		KS7	
4	Synthesise the decisions encountered when a firm contemplates foreign expansion	KS1	KS3
		KS5	KS6
		KS7	KS9
Transferable/key skills and other attributes			

Global business perspectives, benefits, disadvantages and challenges

Derogations

None

Assessment:

Assessment 1: a simulated meeting of international political leaders to evaluate the factors contributing to beneficial global trade, the relevance of historical cultures and the use of resources to utilise academic theory of relevance to international trade developments. This will be a group exercise, however individual marks will be allocated, based on the contributions made during the preparatory stages and the actual meeting.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2, 3, 4	Oral Assessment	100%		3500

Learning and Teaching Strategies:

The Institute of Directions Competency Framework has been utilised to provide opportunities for students to learn through the use and analysis of information to reach informed decisions that are influential, effectively communicated to demonstrate a professional and independent approach with leadership acumen. Contemporary material will be utilised to illustrate global trade patterns and ways in which international business impinges of local culture, practices and resources. Students will be encouraged to provide independent judgements, based on the application of theory into practice linked to the perceived benefits, or otherwise, of global trade. Changes in trade patterns and historical alliances will be utilised to ensure the learning has relevance to business issues as they emerge.

Syllabus outline:

Origins of globalization – winners and losers
Country Differences
International Trade Theory
The political economy of International Trade
The Strategies of International Business:
Global expansion
Entry strategies
Global production

Bibliography:
Essential reading
Hill, C.W.L. (2014) International Business: Competing in the Global Marketplace, McGraw-Hill, Maidenhead
Other indicative reading
Chiric, J. (2014) Globalization: Propsects and Problems, Sage Publications, London
Dickin, P., (2014) Global Shift: Mapping the Changing Contours of the World Economy, 7 th Edn., Sage Publications, London.
Hill, C.W. and Hult, G.T.M. (2105) Global Business today, 9 th Edn., McGraw-Hill, Miadenhead
Stonehouse, G., Campbell, D, Hamill, J., and Purdie, T. (2004) Global and Transnational Business: Strategy and Management, 2 nd Edn., John Wiley, Chichester
Journals: Cross Cultural Management: An International Journal International Journal of Manpower