

## Nottingham Trent University

### Module Specification

| Basic module information |                |  |
|--------------------------|----------------|--|
| 1                        | Module Title:  | International Business and Communication |
| 2                        | Module Code:   | INTB20520                                |
| 3                        | Credit Points: | 20                                       |
| 4                        | Duration:      | Second Half Year                         |
| 5                        | School:        | Nottingham Business School               |
| 6                        | Campus:        | City                                     |
| 7                        | Date:          | September 2023                           |

#### 8 **Pre, Post and Co-requisites:**

These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session

| <u>Pre, Co, Post</u> | <u>Module Code</u> | <u>Module Title</u>                    |
|----------------------|--------------------|--|
| Pre                  | BUSI12082          | Economics for Business and Management  |
| Pre                  | BUSI12052          | Foundations of Managing and Organising |

#### 9 **Programmes containing the module**

| <u>Level</u> | <u>Core/Option</u> | <u>Mode</u> | <u>Code</u>  | <u>Programme Title</u>                      |
|--------------|--------------------|-------------|--------------|---|
| 2            | Option             | FT/SW       | BUSI1074/075 | BA (Hons) Business                          |
| 2            | Option             | SW/FT       | BUSI1093/094 | BA (Joint Hons) Business Management         |
| 2            | Option             | FT/SW       | BUSI071/091  | BA (Hons) Marketing, Design & Communication |

#### 10 **Overview and Aims**

This is an introductory module in international business. The module gives an overview of the means of conducting international business, with an emphasis on what makes international different from domestic. Through a series of thematic concentrations, the module examines the major theories explaining international business transactions and the institutions influencing those activities, the financial exchange systems and institutions that measure and facilitate international transactions and the dynamic interface between countries and companies attempting to conduct foreign business activities. Effects are explored with reference to the strategy, behaviour and management of multinational corporations and the actions and policies of international regulatory bodies and agencies.

Specific aims are as follows:

- a) To provide a foundation of knowledge with respect to the latest global business environment.
- b) To study and apply the techniques of environmental analysis and auditing in an international context.
- c) To examine dynamic processes of change in the international business environment, including globalization, the rapid liberalization of trade and capital movements, and the consolidation of regional trading blocs.
- d) To introduce key theories of globalization, ethics, international trade, foreign direct investment, regional economic integration, international finance, and to apply these theories to analyse international business cases.
- e) To examine the international institutions and regulatory structures characterizing the global economy, and to assess their impacts on markets and industries.
- f) To explore key issues in regional business environments with concentrations on the Americas, Europe, Asia and Africa.

## 11 **Module Content**

- Organisations and their business environments.
- The international context of business – political and economic environments, governance and regulation in a global economy.
- Socio-cultural environments, culture and cultural difference.
- Trans-national regimes and institutions.
- Environmental auditing and the international business environment.
- Globalization – forces and triggers, impact on industries and markets, major trends and developments.
- The global trade and investment environment – international trade theory, foreign direct investment theory, legal and institutional frameworks and the political economy of international trade and investment.
- Regional contexts and integration – levels of integration between countries, major regional economic groupings (EU, NAFTA, ASEAN etc).
- The global monetary system.
- Ethics and international business.

## 12 **Indicative Reading**

- Daneils, J.D., Radebaugh, L.H. and Sullivan, D.P (2009) *International Business Environments and Operations*, 12<sup>th</sup> edition. NJ: Pearson Prentice Hall.
- Hill, C.W. (2011), *International Business: Competing in the Global Marketplace*, 8<sup>th</sup> international edition. New York: McGraw Hill-Irwin.
- Peng, M. and Meyer, K. (2011) *International Business*, London: Cengage Learning EMEA.
- Rugman, A. and Collinson, S. (2009) *International Business*. 5th Edition. Essex: Financial Times Press.

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| <b>13 Learning outcomes</b>  |
| Learning outcomes describe what you should know and be able to do by the end of the module   |
| Knowledge and understanding. After studying this module, you should be able to:  |
| <ul style="list-style-type: none"> <li>a) Demonstrate an understanding of the latest development of global business environment including political, economic, legal and cultural elements, the internationalization of firms, industry and competition. (a,b,c)</li> <li>b) Exhibit broad-based business and management knowledge of international and regional markets and critically evaluate some of the similarities and differences between national and regional environments. (d,f)</li> <li>c) Demonstrate an understanding of the international institutions governing the global economy and their impacts on markets and industries. (e)</li> <li>d) Demonstrate an awareness of ethics, corporate social responsibility and sustainability issues in a global context. (d)</li> </ul> |
| Skills, qualities and attributes. After studying this module, you should be able to:   |
| <ul style="list-style-type: none"> <li>e) Apply the major techniques of environmental analysis and discuss their utility in an international context.</li> <li>f) Demonstrate enhanced analytical skills, oral and written communication skills in address of international business issues, debates and challenges.</li> <li>g) Apply the theories to analyse situations and cases in international business and forward arguments to justify or critique aspects of global business activity and regulation.</li> <li>h) Demonstrate sound collaboration and good team spirits in preparation for a group debate on international business topics.</li> </ul>  |

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| <b>14 Teaching and Learning</b>  |
| <i>Range of modes of direct contact</i>  |
| This indicates the range of direct contact teaching and learning methods used on this module, e.g. lectures, seminars  |
| <p>Lectures, seminars and/or workshops, e-learning support &amp; surgeries</p> <p><i>12 weeks x 1hr lecture = 12</i></p> <p><i>12 weeks x 2hr seminar/workshop =24</i></p> <p><i>Group Debates and Assessment Preparation Activity =4</i></p> <p><i>4 x 2hr Drop in sessions = 8</i></p> <p>Total contact hours: <span style="float: right;">48</span></p> |
| <i>Range of other learning methods</i>   |
| This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research   |
| <p>Directed reading, on-line and off-line research and exercises</p> <p><i>Directed reading and independent research:</i></p> <p><i>12 weeks x 10 hr=120</i></p> <p><i>Individual presentations based around international business case studies:</i></p> <p><i>12 weeks x 2hr=24</i></p>  |

Group research and preparation for the group debate:

4 weeks x 2hr=8

Total non-contact hours:

152

### 15 **Assessment methods**

This indicates the type and weighting of assessment elements in the module

| <u>Element number</u> | <u>Weighting</u> | <u>Type</u> | <u>Description</u> |
|-----------------------|------------------|-------------|--------------------|
|-----------------------|------------------|-------------|--------------------|

|   |      |     |  |
|---|------|-----|--|
| 1 | 100% | OTA | On the day timed assessment<br>3-hour workload, 3000 word count<br>Learning outcomes assessed: a-h |
|---|------|-----|--|

#### **Diagnostic/ formative assessment**

This indicates if there are any assessments that do not contribute directly to the final module mark

A group based debate on a topic in international business environment including formal presentation and cross examination.

Learning outcomes assessed: a-h

#### **Further information on assessment**

This section provides further information on the module's assessment where appropriate

Formative assessments will be held in the seminars.

### **Document Management**

|     |   |  |
|-----|---|--|
| 16  | Module Title:   | International Business and Communication             |
| 17  | Module Code:  | INTB20520  |
| 18  | Subject (JACS) Code   | N120   |
| 19  | Cost Centre   | 27   |
| 20  | School:   | NBS  |
| 21  | Academic Team   |  |
| 22  | Campus  | City   |
| 23  | Other institutions providing teaching   | <i>Please complete in box 23 a-d - if applicable</i> |
|     |   | Institution   %                                      |
| 23a | Other UK Higher Education or Further Education Institution- Please name<br>Percentage not taught by NTU |  |
| 23b | Other public organisation in the UK- Percentage not taught by NTU                                       |  |

23c Other private organisation in the  
UK - Percentage not taught by  
NTU

23d Any other Non-UK organisation -  
Percentage not taught by NTU

24 Date of approval:

July 2023