

Module Details	
Module Title:	Principles and Practices of International Business
Module Code:	SIB4001-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 4
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	22
Directed Study	154

Availability	
Occurrence	Location / Period
ONA	College of Banking and Financial Studies, Oman / Academic Year (Sept - May)
BDA	University of Bradford / Academic Year (Sept - May)

Module Aims
<p>This course aims to familiarise students with key concepts, terminologies, theories and frameworks of international business studies. It also encourages an in-depth discussion of the engagement between International Business and other actors such as national governments and international institutions in the context of changing global economy and an appreciation of the principles underlying the internationalisation strategies and key features of the international business environment within which firms operate.</p>

Outline Syllabus

International Business: An overview
Trends in International Business: Explanations and Evidence
The economic environment of international business
The financial environment of international business
The political and legal environment of international business
The cultural environment of international business
International Trade theories
Theories of the multinational enterprise
Government influence on trade and foreign direct investment
The motivations of international expansion and international business entry strategies
Foreign location evaluation and selection

Learning Outcomes

1	1a Demonstrate knowledge and understanding of the concepts, terminologies, theories and frameworks of international business studies. 1b Demonstrate a broad knowledge and understanding of key features of the international business environment within which firms operate.
2	2a Select and apply appropriate concepts and theories in assessing international business environmental factors 2b Use a range of established techniques to initiate and undertake analysis of entry mode and location choices.
3	3a Independently analyze information 3b Develop presentation, communication, project reporting and team-working skills.

Learning, Teaching and Assessment Strategy

Knowledge is disseminated in lectures with tutorial support, in the form of case study, debate and tutor-led interactive sessions to discuss the development of individual projects. Formative verbal feedback is provided in tutorial sessions. Tutorial sessions will allow students to develop their personal transferable skills as well as technical skills.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Examination - closed book	Closed Book examination	1.5 hours	50%
Summative	Coursework	Individual Assignment	-2000 words	50%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.