

<b>Module Details</b>	
<b>Module Title:</b>	Globalisation and Contemporary Issues in International Business
<b>Module Code:</b>	SIB7503-B
<b>Academic Year:</b>	2019-20
<b>Credit Rating:</b>	20
<b>School:</b>	School of Management
<b>Subject Area:</b>	Strategy and International Business
<b>FHEQ Level:</b>	FHEQ Level 7 (Masters)
<b>Pre-requisites:</b>	
<b>Co-requisites:</b>	

<b>Contact Hours</b>	
<b>Type</b>	<b>Hours</b>
Lectures	24
Tutorials	12
Directed Study	164

<b>Availability</b>	
<b>Occurrence</b>	<b>Location / Period</b>
BDA	University of Bradford / Semester 2 (Feb - May)

<b>Module Aims</b>
<p>1- To provide MSc students with a detailed awareness, knowledge and understanding of current issues affecting international business in various settings and contexts around global markets and supply chains.</p> <p>2- To establish a comprehensive understanding of the opportunities and challenges facing firms operating within the particular context of the Single European Market.</p> <p>3- To gain a global perspective in the interaction between mature and developing markets by introducing issues related to the interrelationship between IB and sustainable development with a focus on business environments in emerging economies primarily in Africa, but also in other parts of the world. The module also investigates the drivers of foreign direct investment from developed to emerging economies, from emerging to developed economies, and from emerging</p>

to emerging economies and examines the rationale for outsourcing to emerging economies, and issues connected to technology transfer by multinational corporations.

4- To consider the effect of issues of sustainable development and problems associated with CSR in emerging economies with particular reference to sub-Saharan Africa.

### Outline Syllabus

Business environments in mature economies: the case of the European Union Single Market  
Business environments in emerging economies in Africa, but also Asia, Latin America and Central and Eastern European countries.

International Business and Regional Economic integration: the cases of the European Union and Africa.

International Business and Regional Economic Integration: other models in emerging economies (ASEAN, Mercosur etc.)

Evolution of national business environments in major emerging economies, and importance of differences in institutional/cultural systems in major emerging economies for international business activities.

International competitiveness, FDI, technology transfer, and CSR in emerging economies.

Managing international business activities with and within emerging economies.

### Learning Outcomes

1	Demonstrate a critical understanding of the impact of globalisation and the complex nature of international business environments both in mature economies, with particular reference to the EU Single Market, and in emerging economies with particular reference to sub-Saharan Africa.
2	Demonstrate an enhanced ability to evaluate opportunities and threats posed by changes both within mature economies (with reference to the EU) and emerging economies (with reference to sub-Saharan Africa) and make effective strategic decisions.
3	Research, evaluate and integrate complex information from various sources, write reports, demonstrate group-work skills and make effective presentations.

### Learning, Teaching and Assessment Strategy

This module consists of a series of lectures supported by tutorials in which cases will be analysed and issues debated.

Summative assessment in the form of a coursework report and a group presentation supported by a formative assessment in the form of classroom open-book test.

### Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Presentation	Group presentation; Supplementary Short report 1200 words	30 minutes	30%

Summative	Coursework	Report	0-2000 words	70%
Formative	Classroom test	Open-book test	45 minutes	%

### 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.*