Principles and Practices of International Business

Module Code: SIB4001-B  
Academic Year: 2018-19  
Credit Rating: 20  
School: School of Management  
Subject Area: Strategy and International Business  
FHEQ Level: FHEQ Level 4

Pre-requisites:  
Co-requisites:

Contact Hours

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>24</td>
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<tr>
<td>Tutorials</td>
<td>22</td>
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<tr>
<td>Directed Study</td>
<td>154</td>
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Availability Periods

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<th>Occurrence</th>
<th>Location/Period</th>
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<tr>
<td>ONA</td>
<td>College of Banking and Financial Studies, Oman / Academic Year (Sept - May)</td>
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<tr>
<td>BDA</td>
<td>University of Bradford / Academic Year (Sept - May)</td>
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Module Aims

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.

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

Module Learning Outcomes
On successful completion of this module, students will be able to...

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

<table>
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<tr>
<th>Type</th>
<th>Method</th>
<th>Description</th>
<th>Length</th>
<th>Weighting</th>
<th>Final Assess'</th>
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<tr>
<td>Summative</td>
<td>Examination - closed book</td>
<td>Closed Book examination</td>
<td>1.5 hours</td>
<td>50%</td>
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<tr>
<td>Summative</td>
<td>Coursework</td>
<td>Individual Assignment</td>
<td>0-2000 words</td>
<td>50%</td>
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Legacy Code (if applicable)
Reading List
To view Reading List, please go to rebus:list.