

Module Details	
Module Title	Principles and Practices of International Business
Module Code	SIB4001-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Strategy and International Business
FHEQ Level	FHEQ Level 4
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Lectures	24
Tutorials	22
Directed Study	154

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Academic Year

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

Outcome Number	Description
01	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.
02	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.
03	3a) Independently analyse information. 3b) Develop presentation, communication, project reporting and team-working skills.

Learning, Teaching and Assessment Strategy

The delivery of the module will be through blended lectures, seminars and directed study. The blended approach will combine online lectures, and tutorials with face-to-face on-campus teaching.

Knowledge is disseminated in lectures with tutorial support, in the form of case studies, 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	Coursework	iNdividual Assignment	N/A	50%
Summative	Coursework	Individual Assignmen	N/A	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.

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