

MODULE DESCRIPTOR

MODULE TITLE	Managing International Business and Trade					
MODULE CODE	EB3813 (L6)	HECOS CODE	101109 100080	CREDIT VALUE	20 credits	
DATE OF APPROVAL	March 2023				VERSION NUMBER	1
SCHOOL	Psychology & Humanities		PARTNER INSTITUTION	SUIBE, SCOPE		

RELATIONSHIP WITH OTHER MODULES

Co-requisites		Pre-requisites		Excluded Combinations	
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MODULE AIMS

<ul style="list-style-type: none"> • To create and develop awareness of the need for internationalisation of business in contemporary competitive environments and the globalised world. • To analyse and evaluate international business strategies and international trade patterns • To build understanding of the role of the international manager and the skills required to manage and communicate interculturally in the international marketplace. • To enhance the students' ability to communicate effectively in the context of the themes and concepts surrounding international business and trade
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MODULE CONTENT

<p>This module explores key introductory themes in managing international business and trade: the international business environment, classic international business and trade theories and strategies, the role of the international manager and international trading patterns. Students will look at how to analyse and evaluate the international environment, consider the key elements, components and factors in creating international business and trade strategies and explore the skills required to manage successfully in an international context</p>

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Undertake an effective research, analysis and evaluation of business organisation activities in the international environment
2.	Define and apply the theories surrounding the international business environment, international business strategy and international trade
3.	Define and critically evaluate relevant factors in external and immediate environment that affect managing in an international market place
4.	Apply knowledge and skills through the use of English language and demonstrate the ability to communicate effectively in the context of international business and management

ASSESSMENT METHODS

Number of Assessments	Form of Assessment	% weighting	Size of Assessment/ Duration/ Wordcount	Category of assessment	Conducted within central examination period	Learning Outcomes being assessed
1	Individual Report	60%	2, 500 words	Coursework	N	1-4
1	In-Class Assessment	40%	2 hours	Practical Assessment	N	2,3,4

MODULE PASS REQUIREMENTS

To pass this module you must achieve a mark of 40% or above, aggregated across all the assessments.

APPENDIX

MODULE CODE: EB3813 (L6)

MODULE TITLE: MANAGING INTERNATIONAL BUSINESS AND TRADE

LOCATION OF STUDY: UNIVERSITY MAIN CAMPUS (PRESTON)

MODULE TUTOR(S)	Sundeep Satya
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MODULE DELIVERY - DURATION		Semester 1		Semester 2		Semester 3	
		Semester 1 & 2		X	Semester 2 & 3		
		Semester 1,2, & 3					
	Other (please indicate pattern of delivery)						

MODULE LEARNING PLAN

LEARNING, TEACHING AND ASSESSMENT STRATEGY	
<p>The combination of Scheduled Learning and Teaching Activity and Guided Independent Study will ensure that students have access to a wide range of learning and teaching resources, both inside and outside the classroom, thereby helping them to achieve success on the module. Each element of assessment within the module maps on to the aforementioned Learning Outcomes, thereby enabling students to consolidate and develop competence in accordance with the academic standards of the discipline. Module content delivery is by seminar. In addition, coursework assessment is preceded by in-class briefings and followed by feedback sessions.</p>	
SCHEDULED LEARNING AND TEACHING ACTIVITY	
<p>There will be 48 hours of Scheduled Learning and Teaching Activity for this module delivered across the year (generally 2 hours per week over 24 weeks over 2 semesters). Learning and teaching will take place in scheduled lectures/ seminars where students will work individually and in groups on case studies and other class exercises such as, note taking, group work, pair work, discussions, analyses and presentations relating to business topics.</p> <p>All skills are transferable, so that students are able to develop their employability potential while at the same time improving their knowledge of business topics. Skills acquired include: communication skills; ability to analyse and synthesise information; personal development; problem solving; reflection; research skills; social and cultural awareness; using business and management terminology appropriately.</p>	
TOTAL SCHEDULED LEARNING HOURS	48
GUIDED INDEPENDENT STUDY	
<p>As well as the above hours of Scheduled Learning and Teaching Activity, students will be required to engage in Guided Independent Study throughout the duration of the module. This work serves to continue and enhance that undertaken during the module's Scheduled Learning and Teaching Activity and allows students to further develop both topic-specific and other transferable skills, thereby contributing towards their future employability.</p> <p>The type of study undertaken includes:</p> <ul style="list-style-type: none">• Homework and lecture/ seminar preparation• E-learning and exploiting (on-line) resources such as business and management databases, reports and online academic journals available via UCLan online library• Work on assessment elements• Directed research• Reflection, self-evaluation and action-planning	

<ul style="list-style-type: none"> Skills developed include: critical thinking; personal development; project management and evaluation; problem-solving and innovation; reflection; research skills 	
TOTAL GUIDED INDEPENDENT STUDY HOURS	152
PLACEMENT/YEAR ABROAD/WORK-BASED LEARNING	
TOTAL PLACEMENT/YEAR ABROAD/WORK-BASED LEARNING HOURS	
TOTAL STUDENT LEARNING HOURS	200

BIBLIOGRAPHY AND LEARNING SUPPORT MATERIAL

The bibliography for this module is available via the on-line reading list – click on the link below:
www.uclan.ac.uk/readinglists