

## COURSE OUTLINE

### **INTERNATIONAL BUSINESS MANAGEMENT**

This course offers students the opportunity to explore the risks and rewards of an international approach to business from a theoretical point of view, to explore some of the cultural and ethical issues involved in international business, and to research the experience of a range of firms who operate globally.

Topics to be covered include:

1. Consideration of the objectives, and reflection on the influences on international business, which may impact on stakeholders of a multi-national enterprise.
2. Decisions on whether to franchise a product, or to involve the home company in direct investment in a host country.
3. Giving thought to the TRIAD of developed nation states, and the future power blocks in international trade.
4. Choosing between the 4 Ps of international marketing.
5. Looking at financial gains in host countries, whilst reflecting on exchange rate stability and taxation of incomes and wealth.
6. Dealing with people and cultures in terms of human resources management, factory layouts and logistics between home and host nations.
7. Researching the development of a product to trade internationally, with an evaluation of its feasibility in the home and host environment.
8. Overview with analysis of current trends and likely developments in the arena of international business management.

## **Course Aims**

- To enable students to become thoroughly familiar with the theoretical background to international business.
- To understand the economic, cultural and ethical issues relating to international business
- To develop the skills necessary to critically appraise the success or failure of international firms.

## **Objectives**

- To develop knowledge of the theoretical approaches to international business
- To develop knowledge of the economic effects of growing globalization of business
- To evaluate the value of international trade organizations from the perspective of the multi-national enterprises and national economies
- To evaluate the success or failures of selected international businesses
- To research topics and to present findings and conclusions in written and oral presentations

## **Outcomes**

- To demonstrate an understanding of theory and to apply it in a variety of ways to varied international business situations
- To show through individual and group research an understanding of the subject, and to develop this understanding through appropriate application to problems
- To have completed regular assignments on each aspect of the course, and to deliver this acquired knowledge through a range of visual, oral and written material.

## **ASSESSMENT PROCESS**

Students will be expected to attend all classes and to be active participants. They will be expected to complete regular assignments, including essays, tests, oral presentations and projects. The breakdown of marks awarded for the course is as follows:

- 10% Essays
- 80% Research assignment
- 5% Class participation
- 5% Attendance

## Assessment Criteria

DISTINCTION Grade A+	Student understands broad range of ideological concepts, has excellent understanding of their impact in relation to given situations, and shows excellent communication skills in constructing an original and persuasive argument, with reference to a broad range of evidence.
CREDIT Grade A-	Student understands core concepts clearly, has advanced understanding of their impact in relation to given situations, and can construct a sound argument to reflect that with persuasive use of evidence.
MERIT Grade B	Student understands core concepts, has clear understanding of their impact in relation to given situations, and can construct an argument to reflect that knowledge accurately, with reference to a range of evidence.
PASS Grade C+	Student understands basic concepts, has some understanding of their impact in relation to given situations, and some ability to communicate that information both verbally and in written form.
FAIL	None of the criteria listed above followed

## Recommended Reading

- Rugman & Hodgetts, International Business *ISBN 0273673742*
- Ricks, Blunders in International Business *ISBN 1405134925*
- Francesco & Gold, International Organizational Behaviour *ISBN 013100879X*
- Rugman & Collinson, International Business *ISBN 0273701746*

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[Customers.ox@blackwell.co.uk](mailto:Customers.ox@blackwell.co.uk)

or

[www.Amazon.com](http://www.Amazon.com)