

1 Module overview

1.1 Introduction

We have introduced UWLFlex – our new, online, flexible learning platform.

UWLFlex has been designed to complement face-to-face learning and build on our reputation for excellence in teaching, learning and student support. We will be able to deliver a University experience that is more collaborative, active, and relevant for an increasingly digital world thus enabling us to provide you with an improved student experience. UWLFlex will provide you with an enhanced range of online tools, to help facilitate your learning whether this takes place primarily on site or online.

1.2 Module summary content and aims

Welcome to International Business. This module critically examines the major issues and challenges faced by companies engaged in international business. The module aims to develop solid foundation in a vast interdisciplinary field of international business, covering conceptually important topics and furthering analytical skills to analyse and understand complex nature of businesses operating internationally. It then focuses on some of the approaches being used by multinational enterprises both to establish and maintain their competitive advantage. Most importantly, this module seeks to show how the international economic and political environment acts as a very powerful influence over companies' policies.

This module is delivered by a combination of lectures, case studies, tutorials, exercises and other student-centred learning activities as appropriate. Online students will have access to a range of materials and online tools to facilitate their learning, including topic guides, online chats, exercises, group-work areas and discussion fora.

This guide contains important information about the module. It contains information about what you are expected to achieve and what you can expect from your tutors. However you are reminded that the final responsibility for what you achieve is yours. Please make sure you read this guide and keep it in a safe place. You are strongly advised to bring it to all teaching sessions.

Throughout there is the opportunity through formative assignments to get feedback which will help you with the formal assessments. Please note that this module will also support the other modules you do during the semester and the module tutors may assess contributions to group work for the other modules. Teaching will be timetabled to support assessments with other modules you are undertaking.

As with any other module on a degree programme, the amount of benefit that you will gain from the module is related to the amount of effort that you put in. This includes regular participation and contact with your peers, contact sessions, active participation in class discussions, and regular visits to the Blackboard site for this module.

We hope you find this module thoroughly enjoyable, challenging and above all an education that supports your continuous personal and professional development

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international business. The module aims to develop solid foundation in a vast interdisciplinary field of international business, covering conceptually important topics and furthering analytical skills to analyse and understand complex nature of businesses operating internationally. It then focuses on some of the approaches being used by multinational enterprises both to establish and maintain their competitive advantage. Most importantly, this module seeks to show how the international economic and political environment acts as a very powerful influence over companies' policies.

Expectations

Specific expectations students can have of tutors:

- Constructive formative feedback on one assignment draft per assessment
- Lecture slides made available on blackboard prior to lecture
- Assessment marks and summative feedback given within fifteen working days from the assessment submission deadline

Specific expectations tutors will have of students:

- Attend all teaching and activity sessions
- Behave professionally in classes and avoid disruption to class and other students
- Inform tutor via email beforehand when not able to attend any classes
- Participate and communicate professionally in class and with tutors
- Attempt all assessments by submission deadline and communicate with the tutor if there are any extenuating circumstances to explore extensions requests and/or mitigation claims

1.3 Learning outcomes to be assessed

LO1 Debate key contemporary issues relating to organisations involved in international business.

LO2 Identify and evaluate the global context within which international business must function in the twenty- first century.

LO3 Appraise alternative methods of entry into foreign markets.

LO4 Explain why companies may decide to internationalise and alternative theories of internationalisation.

LO5 Discuss the impact of multinationals on both the home and host nations.

LO6 Select analyse and evaluate data on country markets.

1.4 Indicative Contact Hours

Teaching Contact Hours	42 hours
Independent Study Hours	158 hours
Total Learning Hours	200 hours

2 Assessment and feedback

Students will be given assignment briefs which will detail the questions to be answered and how to submit their work. Feedback will be given three weeks after the submission deadline.

2.1 Summative assessment grid

Type of Assessment	Word Count or equivalent	Threshold (if Professional Body-PSRB applies)	Weighting	Pass Mark	Indicative Submission week	Method of Submission & Date of Feedback (refer to BB)
Individual report	3500	N/a	100%	40%	Week 15	via Turnitin feedback with 15 working days of due date

2.2 Learning materials

The reading list for this module is available in our library and in the module area and online library. Further reading materials, videos, case studies where appropriate will be given to you by your Lecturer including links and how to download all relevant materials. Remember to log into Blackboard regularly for all the latest information and announcements.

You are reminded that the College applies penalties to students who commit an academic offence, in which case the [Academic Offences Regulations](#) will be used to deal with any cases of academic misconduct including examination offences, plagiarism, use of ghost writing services and other means of cheating to obtain an advantage.

You can access the college's academic misconduct policy [here](#)

Remember to log into Blackboard daily to receive all the latest news and support available at your module sites!

Subject guides are also available to help you find relevant information for assignments, with contact details of the Academic Support Librarian for your School.

Essential:

•Daniels, J. et al (2015) International business: environments and operations, 15th ed. Harlow: Pearson Education

Recommended:

- Cavusgil S.T., Ghauri, P., Knight,G. and Riesenberger, J. (2013) International Business. Global Edition. 3rd Edition, Pearson Education, ISBN10: 0273787063
- Griffin, R.W. and Pustay, M.W. (2010) International business. 6th Edition, Pearson Education ISBN10: 1408259168
- Hill, Charles W.L. (2012) International Business: Competing in the Global Marketplace. 9th Global Edition, McGraw-Hill ISBN-10: 0077140656
- Hofstede, G. et al. (2010) Cultures and Organisations: Software of the Mind. 3rd edition McGraw Hill: USA

- Kirkman, B. et al. (2006) A quarter century of Culture's Consequences: A review of empirical research incorporating Hofstede's cultural values framework, Journal of International Business Studies, 37 (3): 258-320
- Krugman, P.R. (1980), Scale economies, product differentiation, and the pattern of trade, The American Economic Review, 70 (5): 950-959
- Krugman, P.R. and Obstfeld, M. (2008) International Economics: Theory and Policy, New York: Pearsons
- Morrison, J. (2010) The Global Business Environment: Meeting the Challenges. 3rd edition, Palgrave Macmillan, ISBN-10: 9780230210257
- Porter, M.E. (1990) Competitive advantage of nations, New York: Free Press
- Rugman, A.M. and Collinson, S. (2012) International Business. 6th Edition, FT Prentice Hall, ISBN10: 0273760971
- Tang, L. and Koveos, P.E. (2008) A Framework to Update Hofstede's Cultural Value Indices: Economic Dynamics and Institutional Stability, Journal of International Business Studies, 39 (6): 1045-1063

Other learning resources (journals, databases, websites) highlighted in lectures and/or which you may identify through independent study:

- Harvard Business Review
- Long Range Planning
- Strategic Management Journal (SMJ)
- Advances in Strategic Management

Electronic sources

Key journals

Academy of Management Journal

American Economic Review

American Political Science Review

Harvard Business Review

Journal of International Business

Journal of International Business Studies

Journal of International Economics

Journal of International Money and Finance

Journal of Economic Perspectives

Journal of Economic Literature

Journal of Management

Journal of Political Economy

The Economic Journal

Review of Economics and Statistics

Review of International Economics

Strategic Management Journal

3 Things you need to know

3.1 Engagement

Teaching at OBC during the academic year 2021-22 may involve a range of on site and online teaching and learning activities. Whether you are engaging with teaching and learning activities on site or via the college's Virtual Learning Environment (VLE), we expect the same level of commitment and engagement from you. If you are unable to attend scheduled on site or online activities or complete activities in the time frames set out, you should let your tutors know. You should aim to stick to assessment deadlines; if you are concerned that you will not be able to complete your assessments on time, you should talk to your tutors. Your engagement, whether online or on site, will be tracked and if we see that you are not engaging, we will get in contact with you. However, we encourage you to let us know if you are having problems so we can work with you to find solutions and get you back on track as soon as possible. Give yourself the best possible chance to succeed by engaging with the full range of learning and teaching activities available to you.

All students should refer to the Attendance and Engagement Monitoring Policy which can be downloaded from [here](#)

3.2 Need help, just ask

We recognise that there are times when you may encounter difficulties during your course of study and provisions are made to help you. If you think you will be unable to meet deadlines please talk to us, whether it's your course/module leader, personal tutor or any member of staff, so they can get you the support you need to succeed. You can extend your deadline if you have a good reason why you are not able to submit a piece of coursework on time before your deadline. If an extension is not sufficient and circumstances beyond your control are preventing you from completing your assessment, then you can apply for mitigation.

Please remember late submission without extension or mitigation may result in penalties depending on how late it is, see University [Academic Regulations](#).

As a student of the University of West London you are expected to behave in line with UWL expectations, irrespective of whether your interactions with staff and other students are in person or online. As you will be engaging with others online and with a range of online materials, it is important to consider how to stay safe online and ensure your communications are secure and appropriate. If you have any questions about how to manage your online activities, please contact your module leader.

If you have an issue about the module, you should speak to your Module Leader or Course Leader informally in the first instance. Your Course Representative can also raise your concerns at Course Committees, which take place each semester. If you are unable to resolve it informally, you should refer to our Complaints Procedure which is outlined on our website through this link

<https://www.oxfordbusinesscollege.ac.uk/news/how-to-make-a-complaint/>

The College will always aim to ensure that issues are resolved informally as quickly as possible to have minimum impact on your studies.

3.3 Getting support for your studies

Throughout your course of study, you will have access to a wide variety of sources of support depending on your individual circumstances and needs. Your first point of call for getting general academic support is your Personal Tutor. As well as approaching your Module Leader with any questions specifically related to your module and your Course Leader with questions on your Course, do contact your Personal Tutor or Partnership Support Link Tutor for academic advice in relation to your studies and your academic development.

Oxford Business College takes pride in its student support, guidance and wellbeing, complemented by our ethos that every student is an individual. Staff are committed to the College's mission statement "to provide each learner with the most positive learning experience".

We ensure that students at the College can expect a supportive and responsive experience from the initial inquiry by completing a course and progression within or outside the College. This demonstrates our commitment to provide support for inclusive, high-standard students and provides students with a foundation for high achievement.

Our students' changing needs and their varied reason for learning guide our approach to providing innovative learning opportunities from entry-level to higher learning that promotes individual progress. Either for personal development & wellbeing, academic progression or career advancement, whilst supporting those facing learning barriers to overcome them and succeed. The College is committed to helping its student's Academic and Professional Development (APD) via examples currently in place, such as personal tutorials, a mentor system and pastoral care.

PERSONALISED SERVICE

Oxford Business College provides a personalised service adapted to the different needs of different students by:

Developing effective individual learning plans

Effective pastoral care. The College has a dedicated Student Welfare Officer and Counsellor, and students may, in addition, meet the Head of academics or Principal to discuss their concerns

Tutorial meetings

A mentor system with a tutor or member of the academic team

Peer mentor

You can read more on our support services via the link below:

<https://www.oxfordbusinesscollege.ac.uk/support-wellbeing/>

3.4 Module evaluation – have your say!

Towards the end of the module you will be invited to provide some anonymous feedback to the Module Leader through an online survey. This is your opportunity to give some direct feedback about the module through a series of questions and free text. Your constructive feedback will help the Module Leader and teaching team to understand the module experience from your perspective and helps inform the development of the module. At the end of the survey period, a response to the survey will be available so that you can see exactly how your voice has been heard.