MODULE DESCRIPTOR

TITLE	Contemporary Issues in International Business
MODULE CODE	44-6835-00L
LEVEL	6
CREDITS	20
FACULTY	Sheffield Business School
DEPARTMENT	Management
SUBJECT GROUP	International Business and Business Economics
MODULE LEADER	Clare Moonan
DATE OF APPROVAL	16th/17th October 2014

MODULE AIM

The module aims to provide a critical understanding of key issues dominating contemporary international business debate including but not limited to globalisation, emerging economies, ethics, corporate social responsibility.

MODULE LEARNING OUTCOMES

LO	Learning Outcome
1	Evaluate the dimensions of globalisation and its consequences for states, populations and companies' strategies.
2	Critically discuss the role of advanced and emerging economies in the current international business landscape.
3	Evaluate selected theoretical concepts underpinning the changes of business environments in developed and emerging economies.
4	Reflect on the impact of sustainable development on international business.

INDICATIVE CONTENT

- The Globalisation Debate
- Spatial Impacts of Globalisation: Trade and Global Markets
- Global Position of Emerging Markets
- Role of the State in a Globalising Context
- Business Risk and Strategy in Emerging Markets
- Sustainable Development in international business
- Technology Transfers
- Emerging Multinationals
- Regulating Global Investment
- Contemporary and Future Issues in International Business
- N.B. this content may vary as key issues emerge in the area of international business

LEARNING, TEACHING AND ASSESSMENT STRATEGY AND METHODS

The learning philosophy aims to encourage students to develop analytical, evaluative and critical patterns of thought. To achieve this, a variety of teaching and learning methods are used in order to offer a diversity of approaches and to meet differing needs and expectations of the students. These include:

- Lectures are used to introduce the topics and key conceptual ideas providing framework for subsequent seminar discussions.
- Seminars and small group discussions provide a forum for students to present their views, critically discuss specific issues and explore their own and colleagues' understanding of given issues. The set-up of seminars will facilitate own-view development as well as a review and reflection on lessons that have been learnt during the module. Within the seminar discussions formative feedback will feature as a key progress indicator and motivator.
- In addition to the above the Blackboard system will be used to communicate and support students. This will be to distribute supporting learning materials and literature and act as a hub for information exchange across the module.

ASSESSMENT DESCRIPTION

Individual coursework (40%) comprises two elements: a) group-led mini-seminar (formative component), which forms the basis for b) an individual assignment (summative component).

a) The seminar must demonstrate critical analysis of at least FOUR academic publications sourced from peer-reviewed journals/academic books. The analysis must be supported by other materials. These articles need to be agreed with the seminar tutor at the latest during the session preceding your mini-seminar.

b) Based on the unassessed group-led mini-seminar and incorporating the feedback received, students are required to deliver an individual assignment (further details available in the module guide).

The Exam (60%) is 2hrs long and takes place in May. This will involve a mix of essay style questions, and some shorter answers.

ASSESSMENT PATTERN - TASK INFORMATION (STANDARD ASSESSMENT MODEL)

Task No.	Description of Assessment Task	Task Weighting %	Word Count or Exam Duration	Sub-tasks Y/N	IMR Y/N	Final Task Y/N
1	Individual Essay	40%	2000	N	N	N
2	Exam	60%	2 hrs	N	N	Y

ANY ADDITIONAL REQUIREMENTS FOR THIS MODULE

None

FEEDBACK TO STUDENTS

Students will receive feedback on their performance in the following ways:

In class feedback and peer-feedback will be regularly provided in an oral form during seminar discussions.

Additionally module tutors will provide constructive, critical oral and written (typed) feedback on the formative part of the coursework. Written feedback will be offered on summative part

of the coursework in accordance with University guidelines and within three weeks of submission. Written feedback will provided via assessment matrices, supplemented with individual written comments.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Selected Texts

Dicken, P., 2014, Global Shift: Mapping the changing contours of the world economy, (7th ed) Sage Publishing, London.
Hill, C.W., 2013, International business: competing in the global marketplace, (9th ed.), International student ed., McGraw-Hill, New York.
Cavusgil, S.T., Ghauri, P.N., Akcal, A.A., 2013, Doing Business in Emerging Markets, 2nd ed, SAGE, London.

Full CIIB resource list is available at: http://resourcelists.shu.ac.uk/lists/047E8845-E994-E916-C5B0-996EDAED0BFC.html

MODULE STUDY HOURS (KEY INFORMATION SET)

Module Study Hours - Breakdown of Hours by Type		
Scheduled Learning and Teaching Activity type*	**Hours by type**	**KIS category**
Lecture	12	Scheduled L&T
Seminar	24	Scheduled L&T
Scheduled Learning and Teaching Activities sub-total	**36**	
Guided Independent Study	164	Independent
Total Number of Study Hours (based on 10 hours per credit)	**200**	

CHECKED

Date	**Reason**
June 2015	Checked Against SI - correct

REVISIONS

Date	**Reason**