

TITLE	International Business and Economy																	
CODE	UUEC8100																	
LEVEL	8																	
CREDITS	20																	
PRE REQUISITES	None (other than specified in entry criteria)																	
AIM	<p>The purpose of this course is to prepare students for employment in contemporary business which has become international in orientation. Professional managers need a sound understanding of international business, especially from the economic and strategic perspectives. The rationale, formulation and execution of international strategies within a rapidly changing global economy are vital for successful business. Modern managers should have a broad global perspective, a clear vision of the future of international business, risk and uncertainties involved in running a business, dynamics of emerging economies and strong strategic skills.</p>																	
LEARNING OUTCOMES	<p>At the end of this component, students will be able to:</p> <ol style="list-style-type: none"> 1. demonstrate understand of the importance of international business in the global economy; outline the key economic concepts for international business; identify key ideas of trade and competitiveness and apply these to international business strategy; understand the main features of globalisation and economic integration and their effects on international business 2. explain the importance of national policies taking into account current global financial and economic conditions in developing international business strategies; critically analyse the business ethics, cultural, political and legal factors that affect international business 3. articulate and analyse the main issues including MNC activities in framing an international business and investment strategy, understand the emerging markets and their attractiveness and potential for international business; articulate a clear vision of future directions and challenges for international business taking into account issues of risks and uncertainties 4. demonstrate written communication skills including the ability to produce a concise and professional report, using language literacy, computer literacy and numeracy, on business strategic analysis and economic issues that demonstrates an understanding of the intended audience, as well as appropriate delivery, structure and purpose; handle the businesses that have local, national and international contexts; demonstrate problem solving skills required by business managers through the use of appropriate business strategies; develop self-creativity and take appropriate initiatives with regard to economic and business decisions. 																	
CONTENT	<p>The content consists of the following topics:</p> <ul style="list-style-type: none"> • International business and trade in the global economy • The environment of international business • Strategy and opportunity assessment • Entering and operating in international markets and future challenges. 																	
ASSESSMENTS	<table border="1"> <thead> <tr> <th>Assessment Type</th> <th>Weighting</th> <th>Learning Outcomes Assessed</th> </tr> </thead> <tbody> <tr> <td>Assignment</td> <td>15%</td> <td>1 & 2</td> </tr> <tr> <td>Practical Project Report</td> <td>20%</td> <td>2, 3, & 4</td> </tr> <tr> <td>Presentation</td> <td>15%</td> <td>2, 3, & 4</td> </tr> <tr> <td>Exam</td> <td>50%</td> <td>1, 2, 3, & 4</td> </tr> </tbody> </table>	Assessment Type	Weighting	Learning Outcomes Assessed	Assignment	15%	1 & 2	Practical Project Report	20%	2, 3, & 4	Presentation	15%	2, 3, & 4	Exam	50%	1, 2, 3, & 4		
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RECOMMENDED RESOURCES	<p>Cavusgil, S, Knight, G & Riesenberger, J, 2017, <i>International business: The new realities: Global edition</i>, 4th edn. Pearson Education Limited, Harlow Summers, J & Smith, B 2010, <i>Communication skills handbook: how to succeed in written and oral communication</i>, 4th edn., Wiley</p>																	