| Title of the Module/Unit | 23. International Business Management |
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| **Module/Unit Description**<br><br>In this section kindly provide a brief description of the module | The module provides a foundation in the theory, concepts, terminologies, and practice of international business. It deals with the complexity of international markets and the capacity to successfully manage issues related to international business and strategy. It covers core concepts of international business clarifying how these apply to the dynamics and constraints of international business strategy, and examines the uncertainties and potential for the international expansion of the firm. The module explores the impact of political, economic and financial risk on the success or failure of managerial decisions. It explores options regarding the selection and management of international joint ventures, alliances with foreign firms, cross border mergers, and acquisitions. Students will learn to analyse these strategic choices, including implementation approaches, open to management faced with complex international business opportunities and threats. |

| **Learning Outcomes** | **Competences:** |
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| **Autonomy and Responsibility:**<br>Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc. | At the end of the module/unit the learner will have acquired the responsibility and autonomy to:<br><br>a) Classify the nature of international firms, their organisation, and structure.<br><br>b) Explain the main concepts, activities, drivers, players and trends in various international business contexts.<br><br>c) Establish and distinguish emerging trends and key developments in the international business environment<br><br>d) Classify the different kinds of risks faced by firms engaged in the international business context<br><br>e) Recognize the importance of context when selecting business strategies. |
| **Knowledge and Understanding:**<br>count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc.<br><br>(Example of learning outcome structure:<br>Action Verb + Object + Context<br>*Identify basic different range of glassware and state their use.)* | **Knowledge:** |
| | At the end of the module/unit the learner will have been exposed to the following:<br><br>a) An understanding of the theories underlying internationalisation motivations.<br><br>b) A critical understanding of the  principles, concepts and models that underlie the effective management of organisations doinginternational business. |

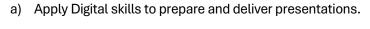| | |
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| **Applying Knowledge and Understanding:**<br>apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange<br><br>(Example of learning outcome structure:<br>Action Verb + Object + Context<br>*Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.)* | c) A realization of the complexities of the specific economic, political, social, cultural and ecological market forces in a country.<br>d) A critical understanding of the broader macro implications of globalization for a firm in the international sphere.<br>e) A deep recognition of the models and forces at play relevant to managing and understanding overseas operations. |
| | **Skills:** |
| | At the end of the module/unit the learner will have acquired the following skills:<br><br>a) Critically evaluate the key features of the international business environment that influence the activities of a multinational enterprise.<br>b) Predict the impact of the external international business environment on international business strategy.<br>c) Solve strategic and operational decisions based on an evaluation of the key managerial issues facing international organisations.<br>d) Critically evaluate the contributions and weaknesses of the main theories of international business in a specific context.<br>e) Gather and interpret data collected regarding the likely challenges from the perspectives of both parent and host management of a multinational firm. |
| | ***Module-Specific Learner Skills***<br>*(Over and above those mentioned in Section B)*<br><br>At the end of the module/unit the learner will be able to<br><br>a) Apply critical thinking and decision-making skills with appreciation of ethical, social and cultural sensitivity.<br>b) Demonstrate cognitive skills of critical and reflective thinking.<br>c) Work effectively as part of multi-cultural groups in complex, uncertain, and unfamiliar contexts. |
| | ***Module-Specific Digital Skills and Competences***<br>*(Over and above those mentioned in Section B)*<br><br>At the end of the module/unit, the learner will be able to |

| | a) Apply Digital skills to prepare and deliver presentations. |
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| | b) Show proficiency in the management of teams through digital technology. |
| | c) Demonstrate competence in searching the research literature and documents through digital databases. |
| | d) Show a high level of competence in using online learning tools and resources. |