



Module Study Guide

Academic Year 2021-22

Global Business

Level: 7

Credits: 20 UK credits

Academic Partner:

Marbella International University Centre
(MIUC)

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1 Module overview

1.1 Introduction, aims and summary of content

This module will develop students' skills to examine the factors affecting businesses around the world when they participate in the global market. Students will apply theories and techniques which will help them understand how businesses decide whether to enter markets, choose the best markets to enter, select optimal strategies, and make the most out of operating in the selected marketplace. In particular, the role of national policies and cultures, the evolution of international markets in goods, services and finance, and the infrastructure for trade, investment and finance will be examined. Moreover, the interdependence of business environments, organisational culture, and management strategies will be analysed. The module will provide hands-on experiences that can enable students to apply theory to practice in solving real world business problems through the analysis of current events in international trade, foreign investment, and international political conflict.

The topics covered in this module include basics on macroeconomics and microeconomics, different market theories, important elements in business and contracts in negotiations for any international commerce (e.g., incoterms), with analysis of business environments for trade and managing businesses in a hyper competitive market. This module will therefore provide you with a solid ground in theories, and modern practice of global commerce. It prepares you to become future executives in business and management of trades by integrating new technology, R&D, and business strategies for future businesses and trade markets.

Upon completion you will be familiar with evolution of global modern commerce. You will have a greater awareness of contemporary commercial practice and of the dramatic shifts taking place in modern commerce in response to rapid technological change. The module will familiarise you with different elements of commercial activity, from the micro-level business unit to macro-level international trade. It will also provide you with grounding in commercial awareness through analysis of evolution, current situation, and future possibilities of commerce.

The module is taught through weekly lectures and on-demand seminars. During the lectures, the main concepts and ideas are explained by the module leader. The lectures will provide the opportunity to discuss the course readings and related case studies. It is essential that you do read the assigned texts carefully and on time because the lectures and discussions build on the weekly readings.

The module will have its own NEO LMS page, where the mandatory readings and announcements will be posted. You will read and assess the information independently.

1.2 Module summary content and aims

- Business Environment
- Crash Presentation on Logistics, Incoterms and Business Processes.
 - Supply chain and change management (We need to know as the backbone to ecommerce and e-business).
 - Modes of Transport
 - Incoterms (Rules for any mode of transport)
 - Certification and Compliances
- Marketing and Sales Business Environment

- Marketing and Sales Digital Age
- Fossil Fuel, Renewable Energy and New Economy
- Analysing Business Markets
- Business Opportunities / Strategic Planning
- EBusiness
- Markets
 - Perfect Competition
 - Monopoly
 - Monopolistic Competition
 - Oligopoly
 - Supply & Demand drives the Market
 - Imperfect Competition
 - Game Theory
 - Price Discrimination
- Advantages of Trades, Trades Pact and BREXIT
- Pricing and Market Selection
- Economies of Scale and Pricing
- Decision on Potential Import and Export Countries for Trade and Business
- Application of Macro and Micro Economics to Trade and Business and Decision-Making Process for Trade and Business.
- Understanding Supply Chain Management and Process of Trade and Business in International and Local Markets.

The module is available in NEOlms, where you will be able to access readings and any other relevant information.

2.2 Learning outcomes to be assessed

At the end of the module, you will be able to:

1. Demonstrate a robust understanding of theoretical and analytical frameworks regarding the functional fields of international business (management and organisation, human resources, trade, finance, investment, and marketing)
2. Critically analyse challenges of contemporary international business and offer sustainable solutions to address them.
3. Critically evaluate global business opportunities and a company's decision making by examining factors involved, including factor costs, logistics, country infrastructure, political risk, cultural differences, market access, and foreign exchange rates.
4. Formulate strategies which are designed for business to enter and compete/collaborate in the global marketplace and communicate them effectively in written and oral forms.

2.3 Scheduled contact hours

Teaching Contact Hours	56 hours
Independent Study Hours	144 hours
Total Learning Hours	200 hours

2 Assessment and Feedback

2.1 Summative assessment grid

Type of Assessment	Word Count or equivalent	Threshold (if Professional Body-PSRB applies)	Weighting	Pass Mark	Submission due-date & time	Method of Submission & Date of Feedback
A1: Verbal Assignment	15 minutes	n/a	30%	50%	Week 10	Via NEOlms & 5 working days after the assessment
A2: Written Assignment	2500 words (+/-10%)	n/a	70%	50%	Week 15	Via NEOlms & 5 working days after the assessment

2.2 Assessment brief including criteria mapped to learning outcomes

2.2.1 Assessment 1: Verbal Presentation

The A1 assessment is considered as the first step toward the development of a global business plan. Students will prepare a presentation on a non-familiar country / market. Students will first need to develop a country/market analysis given the country/market selected.

Assessment Criteria

Knowledge and understanding (40%)

Students need to demonstrate the understanding of the factors affecting market entry decision and show the ability to develop market analysis independently.

Cognitive Skills (10%)

Students need to demonstrate the ability to formulate and summarise the key elements of their own research in the presentation.

Practical and professional skills (25%)

Students need to demonstrate the skills of verbal presentation such as independence from note reading and maintain the engagement with the audience.

Transferrable Skills (25%)

The presentation needs to be structured consistently. The students could utilise their body language, gestures, facial expressions, eye contact with the audience.

2.2.2 Assessment 2: Business Project

Students will create and present a global business plan. Based on A1, students will further explore and evaluate the nature of the inter-relationships between internal and external pressures in an organisation **considering** cultural differences within organisations and their environments and ethical constraints. Students will formulate strategies regarding planning global expansion of a product or service.

Assessment Criteria

Knowledge and Understanding (20%)

Student needs to clearly summarised business environment and overview for the endogenous and exogenous factors affecting the environment, with excellent understanding of concepts/theories on functional fields of international business such as international trade, finance, foreign investment and management as well as their main implications and applications

Cognitive Skills (30%)

Students need to be able to selects and applies the appropriate business strategies to address the identified challenges and oversee complex issues.

Practical/Professional Skills (30%)

Students need to demonstrate the competence in proposing market entry strategies and techniques, fully taking into account the constraints a company faces and exceeds expectations for this level.

Transferrable Skills (20%)

Students need to demonstrate the skills in presentation and organisation of key points and data and lucid communication in all areas. Furthermore, the referencing and citing need to satisfy the academic convention

For guidance on online submission of assignments, including how to submit and how to access online feedback, please refer to the NEOImS guidelines

2.3 Learning materials

The reading list for this module is available on Blackboard in the module area.

2.3.1 Core textbook(s):

- Chaffey, D. (2002) E-Business and E-Commerce Management, Financial Times, Prentice Hall, Pearson Education.
- Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2018). International business: environment and operations. Uppers Saddle River, N.J. Pearson Prentice Hall.
- Deresky, H., Stewart R. M. (2021). International management: managing across borders and cultures; text and cases. Boston, Mass. U.A.: Pearson.
- Eiteman, D.K., Stonehill, A.I. and Moffett, M.H. (2019). Multinational business finance. New York, Ny: Pearson.
- Ghemawat, P. (2007). Redefining Global Strategy: Crossing Border in a World Where Differences Still Matter. Harvard Business School Publishing.
- Pugel, T.A. (2020). International economics. New York, Ny: McGraw-Hill.
- Ravenhill, J. (2020). Global political economy. Oxford University Press.
- Wild, J.J. and Wild, K.L. (2020). International business: the challenges of globalization. Harlow, England Pearson.
- Worthington I & Britton C, (2006) *The Business Environment*, Pearson, Harlow.
- Sloman, J., Garrat, D., Guest, J. (2018) Economics, 10th edition, Pearson Publishing.

2.3.2 Other recommended reading:

- "The future of Trade" – Finance & Development (June 2019)
- "Global Economic Prospects. Heightened Tensions, Subdued Investment" - World Bank Group (June 2019)
- World Economic Outlook: "Still Sluggish Global Growth" - IMF (July 2019)
- "Digitalization and the Future of Work: Macroeconomic Consequences", IZA – Institute of Labor Economics (June 2019)
- "Driving impact at scale from automation and AI", Digital/McKinsey (February 2019)

3 Things you need to know

3.1 Attendance

Attendance is crucial for your success as a student. Over the years, it has become clear that there is a very clear link between students' attendance levels and their module marks, so please make sure you give yourself the best possible chances for success through attending your classes, on-demand seminars, and tutorials. You are expected to attend all forms of learning activity associated with your course of study on regular basis, and to engage in your course as required by the MIUC Attendance Policy.

3.2 If things don't go to plan

The University recognises that there are times when you may encounter difficulties during your course of study and provisions are made to help you. In all cases, you should speak to your Module Leader and seek advice as soon as possible.

If you think you need a little more time passed the original deadline, you can approach your Module Leader for a 10-day extension initially.

If an extension is not sufficient and your circumstances have prevented you from submitting on time then you may for instance be able to apply for mitigation. Please refer to the University Academic Regulations for further guidance on extensions and mitigation: <https://www.uwl.ac.uk/students/current-students/extensions-and-mitigating-circumstances>

If you fall below the pass mark or fail to submit to all elements or part of a module's assessments, you will be required to do a resit, normally at the next opportunity. Resits do not involve re-enrolment and attendance at classes.

Failure of a resit means you are required to retake the module. Retakes involve re-enrolment, attendance, payment of tuition fee and completion of all elements of the module, and the submission of all assessments.

Please refer to the University's Academic Regulations for further guidance; see <https://www.uwl.ac.uk/students/current-students/policies-procedures-and-regulations>

You are reminded that the University 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 and other means of cheating to obtain an advantage.

If you have an issue or complaint 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 address the issues to the Complaint Officer. The University aims 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 for academic advice in relation your studies and your academic development.

Apart from the University-wide support framework, which encompasses the Module Leaders, Course Leader, the Subject Librarian, and your Course Administrator, you will also have at your disposal the MIUC Academic Support Team. The Team offers Academic Skills Workshops throughout the year, helping you to develop skills relevant to your degree. Workshops include for instance Essay Planning and Writing; Critical Thinking; Reflective Writing; Group Work and Presentation Skills.

English Language support and One-to-one academic support opportunities are also available. For information about all these services, please consult the Academic Office.

3.4 Student support

In addition to the support listed in the previous section, there is also more help offered by MIUCStudent services, consisting of Student Life Department, Internship Support, Life Coaching Service and Counselling service. They offer a wide range of support and services consisting of extracurricular activities; Careers and internship support; Student Welfare and Counselling.

Contact Student Services for more information at:

Student Life Department: student.life@miuc.org

Internship Support: cristina@miuc.org

Life Coaching Service: Ms. Ana Cantele, ana.cantle@miuc.org

Counselling Service: Ms. Eva Berkovic, eva@miuc.org

3.5 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 a 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 modul

