



Level 5 Diploma in Management (890) 139 Credits






Unit: International Business Management	Guided Learning Hours: 200
Exam Paper No.: 4	Number of Credits: 20
Prerequisites: Business/office administrative knowledge.	Corequisites: A pass or higher in Certificate in Business Studies or equivalence.
<p>Aim: The unit focuses on the essence and methodological principles of international management, strategy of international economic activity worldwide; organisation and management of international economic activity at the enterprise level; management of international economic activity in the conditions of crisis situations; strategies of penetrating the foreign markets and management of international trade agreements of the enterprise. Learners will focus mainly on international business strategies and the processes, difficulties, and opportunities of management across borders through Mergers and Acquisitions (M&A). Other topics include sociocultural, legal and political environment; international monetary and financial systems; international trade; foreign direct and portfolio investments; the management of international marketing, financial, production and personnel functions.</p>	
Required Materials: Recommended Learning Resources.	Supplementary Materials: Lecture notes and tutor extra reading recommendations.
Special Requirements: The unit requires a combination of lectures, demonstrations and discussions.	
<p>Intended Learning Outcomes:</p> <p>1 Commercial transactions (private and governmental, sales, investments, logistics and transportation) that take place between two or more regions, countries and nations beyond their political boundary.</p> <p>2 The impact of the various dimensions of a country's the legal, technological, and political dimensions environment on the management of a firm's international business.</p> <p>3 The cultural differences among countries and understanding those differences is valuable for international businesspeople.</p>	<p>Assessment Criteria:</p> <p>1.1 Describe the differences between international business and domestic</p> <p>1.2 Outline the activities of international business</p> <p>1.3 Analyse the political, technological, market, cost and competitive forces of globalisation</p> <p>1.4 Compare and contrast economic activities of the triad vs the quad countries</p> <p>1.5 Describe (i) International Trade (ii) Foreign Direct Investment (FDI) (iii) Foreign Sourcing</p> <p>1.6 Outline international trade and investment theories</p> <p>2.1 Explain (i) common law (ii) civil law (iii) religious law (iv) bureaucratic law</p> <p>2.2 Describe laws affecting international business transactions</p> <p>2.3 Outline technological environment resources</p> <p>2.4 Describe ownership, operating and transfer risks associated with international business</p> <p>2.5 Explain communism, capitalism, socialism ideologies</p> <p>2.6 Compare and contrast public vs private international law</p> <p>3.1 Analyse the elements of culture</p> <p>3.2 Outline the theories of culture</p> <p>3.3 Analyse the components of culture</p> <p>3.4 Describe international business ethics</p>

<p>4 The effects of international trade, financing and investments, and the related cash and credit transactions and how each has grown at an extremely rapid pace in recent years.</p>	<p>and social responsibilities</p> <p>3.5 Explain corporate social responsibility and the areas of social responsibility</p> <p>3.6 Analyse the international institutions responsible for peace, global international trade and economic and political integration</p>
<p>5 How the private sector and government policymakers weigh benefits and costs of trade policy options, and how to boost competitiveness.</p>	<p>4.1 Describe the international monetary system and the balance of payments</p> <p>4.2 Describe how to convert the international monetary system</p> <p>4.3 Explain how to analyse the natural resources and environmental sustainability</p> <p>4.4 Explain direct and indirect exchange rates</p> <p>4.5 Describe the role of banks</p> <p>4.6 Describe economic and socio economic forces</p> <p>4.7 Analyse influences on a country's accounting system</p>
<p>6 How to become more competitive and play a leading role globally, why countries need a strong and coherent international science and technology (S&T) policy.</p>	<p>5.1 Analyse trade policy issues on government intervention</p> <p>5.2 Describe government economic development programs, industrial policies and public choice analysis</p> <p>5.3 Explain subsidies, foreign trade zones and export financing as ways of promoting international trade</p> <p>5.4 Explain financial issues in international trade</p> <p>5.5 Describe transaction, translation and economic foreign-exchange exposures</p> <p>5.6 Describe controllable and uncontrollable financial forces</p> <p>5.7 Describe labour mobility and immigration issues</p>
<p>7 How International Strategic Management is an ongoing management planning process aimed at developing strategies to allow an organisation to expand abroad and compete internationally.</p>	<p>6.1 Describe the role of General Agreement on Tariffs and Trade (GATT)</p> <p>6.2 Describe the goals of World Trade Organisation (WTO)</p> <p>6.3 Analyse the degree of economic integration in free trade area, customs union, common market, economic union and political union</p> <p>6.4 Describe European Union and other trading blocs</p>
<p>7 How International Strategic Management is an ongoing management planning process aimed at developing strategies to allow an organisation to expand abroad and compete internationally.</p>	<p>7.1 Explain factors affecting international strategic management</p> <p>7.2 Explain international business' sources of competitive advantage</p> <p>7.3 Describe distinctive competence, scope of operations, resource deployment and synergy components of international strategy</p>

	7.4 Compare and contrast strategy formulation vs strategy implementation
	7.5 Analyse the corporate, business and functional strategy levels
	7.6 Describe the factors in assessing new market opportunities
	7.7 Compare and contrast market screening vs environmental scanning ways of assessing and analysing markets
	7.8 Outline international strategic alliances
	7.9 Describe export and import practices and reasons for exporting/importing
8 Firm-level marketing practices including market identification and targeting, entry mode selection, marketing mix, strategic decisions to compete in international markets and how international firms manage the control function.	8.1 Describe a marketing strategy
	8.2 Analyse marketing mix decisions
	8.3 Describe global markets
	8.4 Analyse the factors affecting organisational design
	8.5 Describe customer, matrix, product, area and functional organisational design
	8.6 Describe strategic, organisational and operations control functions
	8.7 Describe the components of Total Quality Management (TQM)
9 The managerial decisions making and how to motivate employees in international business.	9.1 Explain the dimensions influencing behaviour factors
	9.2 Describe the differences between leadership and management
	9.3 Outline the International Human Resource Management framework
Methods of Evaluation: A 2½-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in International Business Management with a weighting of 100%.	

Recommended Learning Resources: International Business Management

Text Books	<ul style="list-style-type: none"> International Management: Cross-cultural Dimensions by Richard Mead. ISBN-10: 0631231773. International Management: Managing Across Borders and Cultures by Helen Deresky. ISBN-10: 0131968580 International Management by Richard Mead , Tim. G Andrews . ISBN-10: 1405173998
Study Manuals 	BCE produced study packs
CD ROM 	Power-point slides
Software 	None