

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

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Module name	International Management
Module code	BM1204
School	Cass Business School
Department or equivalent	Undergraduate Programme
UK credits	15
ECTS	7.5
Level	4

### Module Summary

You will learn the essential skills required of all managers who are operating internationally and you will learn to analyse the differences between international and domestic business that will equip you to take all further modules that specialise in different elements of international business.

### Module outline and aims

The aim of this module is to provide those of you who intend or are considering taking the international stream with an introduction to management in the context of international business. It will provide those of you intending to or considering either spending their second year of study overseas or taking a semester overseas with the knowledge and skills required of an international manager who may be an expatriate. It will include discussion of other areas of business management but will place all of these in the context associated with international management.

### Content outline

You will focus on the key issues that relate to management, namely developing plans that are consistent with the desired strategy, then organising the resources of the business in order to achieve implementation of the desired objectives of the business, then examining the leadership and followership challenges that doing so provides and finally developing appropriate control

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mechanisms that enable you to monitor progress in doing all the above all in the context of operating internationally. You will then have the basics necessary to explore effectively the international business environment and all business functions, like marketing and finance that the international manager needs to understand to operate effectively.

To enhance your learning experience modules are designed to reflect contemporary issues in the business and financial world. As such, a degree of flexibility is expected in the exact content in terms of scope and coverage to ensure relevance to current circumstances.

### Pre-requisites

None

### **WHAT WILL I BE EXPECTED TO ACHIEVE?**

On successful completion of this module, you will be expected to be able to evaluate the different areas of knowledge expected of a manager, namely concerning planning, organising, leading, following and controlling in a business context but particularly in one that is international. Specifically you will be expected to be able to:

#### Knowledge and understanding:

- Understand issues related to planning and determining strategy
- Appreciate issues related to organising business resources
- Recognise issues related to leadership and of followership in support of more senior management
- Recognise issues of controlling, setting strategic objectives, monitoring these and obtaining feedback
- Appreciate the nature of all these issues in the context of the international environment

#### Skills:

- Examine and determine how to manage in an international context
- Differentiate between how to determine actions in an international as distinct from a domestic setting

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- Set out the elements that determine an international strategy by understanding how to evaluate the international environment using the 7 “Cs” international business framework
- Evaluate specific case studies and determine how to deal with issues they raise

### Values and attitudes:

- Understand the nature of human society and in particular its ways of doing business in an international context particularly in the context of culture and different cultures that frame attitudes and different ways of doing business.
- Demonstrate an appreciation of ethical issues as they relate to both the subject matter and the wider business world.

### **HOW WILL I LEARN?**

A variety of learning and teaching methods will be used in this course.

Lectures are used to introduce context, concepts and techniques illustrated with practical and current examples. You will also have the opportunity to participate in class discussions and work through examples and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures.

In addition students will form self-selected groups and will analyse and present international business cases that will present them with issues and challenges faced in managing successfully in an international context.

Key learning and teaching resources will be put on the module website on Moodle.

In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures. You may also spend time working through sample exercises and questions. In addition you will be preparing and undertaking your coursework assignments and preparing for your final examination.

*Teaching pattern:*

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Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning hours
Lecture	Lecture	20	80		100
Presentations	Seminar	10	40		50
Totals		30	120		150

### WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

#### Assessments

This module is assessed by Coursework and Examination.

Coursework will be in the form of group presentations and a written paper documenting the answers to questions then presented in class.

At the end of the module you will sit one final 135 minute exam during the University exam period.

#### *Assessment pattern:*

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	Written assignment,	30%	0	N/A

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	including essay  Oral assessment and presentation			
Individual Assessment	Written assignment including essay	70%	0	N/A

### Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

### Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University's Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

### Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.



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## INDICATIVE READING LIST

The module will use the textbook:

Deresky H (2017) *International Management* 9<sup>th</sup> Edition, Harlow: Pearson

All other materials will be distributed in class.

Globalisation and Multinational Management, Chapter 18 by Prescott, K. And Edelshain, D. in Hannigan., T, ed (2005) *Management Concepts and Practices*, 4<sup>th</sup> edition. Harlow: Financial Times/Prentice Hall

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