

# MODULE SPECIFICATION

**1. Title of the module**

International Business Regions 1

**2. School or partner institution which will be responsible for management of the module**

Pearson College London

**3. The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**

Level 4

**4. The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

**5. Which term(s) the module is to be taught in (or other teaching pattern)**

This module can be run in any term: Autumn, Spring or Summer

**6. Prerequisite and co-requisite modules**

None

**7. The programmes of study to which the module contributes**

- BA (Hons) Business Management - option module
- BA (Hons) Business Management with Entrepreneurship - option module
- BA (Hons) Business Management with Finance - option module
- BA (Hons) Business Management with Global Industries - option module
- BA (Hons) Business Management with Law - option module
- BA (Hons) Business Management with Marketing - option module

**8. The intended subject specific learning outcomes**

On successfully completing the module students will be able to:

- 8.1 Demonstrate knowledge and understanding of how political, economic, socio-cultural and historical factors have influenced a specific region, it's relationships with other parts of the world and doing business there.
- 8.2 Carry out research using a wide variety of sources in order to evaluate and advise on potential or actual commercial activity in the region being studied within its economic, social and political context.
- 8.3 Demonstrate an awareness of the importance of managing different cultural sensitivities whilst engaged in commerce in the region being studied.
- 8.4 Apply their knowledge of local cultural, social, economic, environmental and political factors to establishing operations in the region and conducting business there.
- 8.5 Demonstrate an understanding of how to communicate effectively with a diverse range of people of different cultural backgrounds.

**9. The intended generic learning outcomes**

*On successfully completing the module students will be able to:*

- 9.1 Demonstrate the ability to exercise personal responsibility

## MODULE SPECIFICATION

### 10. A synopsis of the curriculum

#### **Module Aims**

This module will give students an understanding of some of the key elements to consider in conducting business in a specific region. The module will cover socio-cultural, political, and economic elements that impact on the commercial context of that region, from both a domestic and an international perspective. The module will also develop an appreciation of the role that region plays in global and online markets, both currently and potentially in the future.

#### **Overview of syllabus**

1. Introduction to the region and its importance to modern business
2. The nature of the economy
3. The role of public and private commercial activity in the region
4. Aspects of the region and the rest of the world
5. History and Culture - a brief introduction to history and culture history of the region
6. Contemporary issues – focusing on one or two issues in the recent media
7. The challenges and opportunities of doing business in the region
8. Case studies of transnational organisations operating in the region

### 11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)

Core study texts will depend on the region of study. Examples of core study texts for a study of the Greater China region would include:

#### **Core study texts**

- Modern China: A very short introduction, by Rana Mitter, OUP
- Spence, Jonathan: *The Search for Modern China*. 2nd ed.; New York: W.W. Norton, 1999
- Peston, "How China fooled the world" BBC Documentary, <http://www.bbc.co.uk/news/world-asia-34261550>
- Inside China's Steel City BBC World, <http://www.bbc.co.uk/programmes/b03x0msd>
- Chang, J, "Wild Swans", William Collins (2012)
- Xinarn, "Sky Burial", Vintage (2005)

### 12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

<i>Scheduled Hours:</i>	25
<i>Placement Hours:</i>	00
<i>Independent Study Hours:</i>	125
<i>Total Study Hours:</i>	150

## MODULE SPECIFICATION

### 13. Assessment methods

#### 13.1 Main assessment methods

This module will be assessed by:

- a coursework of a maximum of 1,800 words or equivalent (75% of overall grade) which will typically take the form of a report for a specific organisation, and
- a 15 minute oral presentation (25% of overall grade) which will typically take the form of an employee training session.

A student must pass the *coursework* element of assessment to pass the module.

#### 13.2 Reassessment methods

### 14. *Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)*

Module learning outcome		8.1	8.2	8.3	8.4	8.5	9.1
Learning/teaching method	Hours allocated						
Private Study	125						X
Lectures	10	X	X	X	X	X	
Seminars	15	X	X	X	X	X	
Assessment method							

Oral presentation (25% of grade)						X	X
Coursework (75% of grade)		X	X	X	X	X	X

## MODULE SPECIFICATION

### 15. Inclusive module design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

### 16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

### 17. Internationalisation

Students undertaking the International Business module are expected to take account of regional and international developments in completing a literature review relevant to the companies and region they investigate in their study and assessments. Overall, they should show engagement with the latest work and research relevant to their work from a variety of contexts, including how any business they examine operates within a regional and global context.

**If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.**

### 18. Partner College/Validated Institution:

Pearson College London

### 19. University School responsible for the programme:

Kent Business School

# MODULE SPECIFICATION

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)