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Title: MANAGING INTERNATIONAL BUSINESS
 Status: Definitive
 Code: **7560EBMMI** (119432)
 Version Start Date: 01-08-2017
 Owing School/Faculty: Academic Portfolio
 Teaching School/Faculty: European College of Business Management

Team	Leader
Roger Pegum	Y

Academic Level: FHEQ7 **Credit Value:** 15 **Total Delivered Hours:** 36
Total Learning Hours: 150 **Private Study:** 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12
Seminar	6
Tutorial	18

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Team based report on a case study (3,500 words)	100	

Aims

*To equip students with a range of skills to critically evaluate and develop international business strategies including the assessment of risk.
 To synthesise the disciplines of finance and marketing in establishing operational plans within an international environment.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Synthesise the marketing mix and services marketing mix in a contextually relevant way in international markets.
- 2 Analyse market research information in the development of the marketing strategy of an international organisation.
- 3 Analyse investment appraisal techniques and apply them in long term planning.
- 4 Evaluate appropriate costing methods and pricing strategies.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CW	1	2	3	4
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Outline Syllabus

Long and short term financial decision making;
Introduction to the key marketing issues in global/international marketing;
Analysis of market entry strategies;
Deploying an appropriate marketing mix in overseas markets.

Learning Activities

Lectures, case studies, workshops, tutorials.

Notes

This module aims to equip the learner with a range of skills to critically evaluate and develop international business strategies including the assessment of risk. There will be a series of directed tasks to prepare the learner for the seminars and lectures. These will synthesise the disciplines of finance and marketing in establishing operational plans within an international environment. There will be a strong correlation with the input on group formation and teamwork skills undertaken as part of the skills induction to the programme.

On completion of the module the learner will be able to synthesise the marketing mix and services marketing mix in a contextually relevant way in international markets, analyse market research information in the development of the marketing strategy of an international organisation, analyse investment appraisal techniques and apply them in long term planning, and evaluate appropriate costing methods and pricing strategies