

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Bachelor of Arts (Honours) International Business with Human Resource Management (Top-Up) Awarded by Teesside University
Module Title	Concepts and Principles of International Management
Module Syllabus No. (if any)	CSE3005-N
Content	Designing a global strategy Country assessment & Entry strategies Culture/Creating a global team. International HRM Corporate Social Responsibility Global marketing & branding
No. of Teaching Hours	36hours
Teaching Methods	Lectures, workshops, discussions
Assessment Methods and Weightages	100% coursework
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Global strategic management9780230293816Lasserre, Philippe 2012 - 3rd ed
Additional Reference Texts (if any)	International business: challenges in a changing world1403945632, 9781403945631Morrison, Janet 2009 The cultural environment of international business0538800038, 9780538800037Terpstra, Vern; David, Kenneth 1991 - 3rd ed
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Use competencies of written communication at an appropriate level.
2	Demonstrate intellectual flexibility and openness of ideas to analysing a specific case study.
3	Describe and comment on the training and development of managers and decision-makers within an international context.
4	Use competencies of written communication in a professional manner.
5	To create an international and cross-cultural study environment from which students from any nationality may derive benefit.
6	To explain, analyse, evaluate and apply the concepts, models, issues, processes and techniques studied in this module
7	To establishes and develops student awareness and understanding of the underpinning concepts, principles, models, theories, processes, competencies, and practices of international management.
8	To use these underpinning paradigms and variables to establish and develop student awareness and understanding of comparative and cross-cultural management, international management style, leadership, and strategy issues across European, South East Asian, American, and other international contexts.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.