

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business with Marketing Awarded by Teesside University
Module Title	International Business and Management
Module Syllabus No. (if any)	ECO2023-N
Content	This module has been designed to give students an understanding of the main issues that affect international businesses in the global economy. It covers topics such as globalisation, trade and economic growth and development, and places special emphasis on managing across cultures. Students will gain an awareness of and be able to differentiate cultural differences and their impact on individuals and key organisations. Students will have the opportunity to explore a culture of their choice in depth.
No. of Teaching Hours	30
Teaching Methods	Lectures
Assessment Methods and Weightages	Assessment is 100% ECA: 3000 words assignment based on an analysis/assessment of a topical case country (i.e. an overseas market).
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Managing cultural differences: global leadership for the 21st century 9781138223684 Abramson, Neil R.; Moran, Robert T.; Moran, Robert T. 2018 - Tenth edition
Additional Reference Texts (if any)	International business 9781292214733 Daniels, John D.; Radebaugh, Lee H.; Sullivan, Daniel P. 2017 - Sixteenth edition
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Understand the effects of culture on business practice.
2	Produce an essay and other written work in an appropriate format utilising IT (e.g. using Word and Excel) in various formats where necessary.
3	Provide definitions of culture, demonstrate a working knowledge of the concerns around definition and critically evaluate culture theories.
4	Study a culture, identify specific issues encountered when setting up a business in that culture and demonstrate an understanding and appreciation that culture is a challenging element in the international market place.
5	Demonstrate a detailed understanding of conceptual and applied aspects of international business and analyse the economic, political and social aspects of the global economy.
6	Demonstrate their knowledge to utilise specific management tools/models to synthesise theory into practice.
7	Analyse, interpret and apply evidence from a variety of sources, including academic publications, companies, official statistics, and print and other media. Apply theories and concepts of economics to the analysis on international business and the global economy.
8	Undertake assignment work to explore the dynamic variables: language religion, values and attitudes, manners and customers, aesthetics, technology, education, social institutions and the global economy. Demonstrate the importance of understanding cross cultural management.

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.