



BA (Hons) International Business Final Year Study Plan

All Hull University Business School modules are worth 20 UK Credits. All students must study a total of 120 UK Credits / 6 modules across the academic year (60 UK Credits / 3 modules in each Trimester).

Please read the following table to view the compulsory modules included in the above programme and the optional modules that you should choose from:

Trimester 1 (Sep-Jan)		Trimester 2 (Feb-May)	
Compulsory	International Marketing	Compulsory	Emerging Markets
		Compulsory	International Business
You must select two of the following optional modules:		You must select one of the following optional modules:	
Optional	Organisation in the Digital Economy	Optional	SMART: Problem-solving for Complex Systems
		Optional	Research Project
Optional	Assessing Entrepreneurial Opportunities		
Optional	Managing your Money - Personal Finance Planning		
Optional	Business Project Management		
Optional	Comparative International Human Resource Management		
Optional	Business Strategies		

This information is correct at the time of print, but may be subject to change. Please retain a degree of flexibility.



Trimester 1 Core Modules

International Marketing (600565)

Indicative Content

An understanding of International marketing is crucial in today's global market. International marketing activities must be planned, co-ordinated and integrated whilst recognising the need to understand the diversity of cultures when devising a strategy for market entry. Organisations can be 'born' global and international exchange is important regardless of the size of organisation. The challenges faced by a 21st Century global marketer will be covered in the content of this module:

- The International Marketing Environment
- Cultural diversity
- International Marketing Research
- Market Selection
- Standardisation verses Adaptation
- Agents and Distributors
- Entry Strategies
- Globalisation and branding
- International Promotions
- International Pricing
- Emerging markets impact
- International marketing mix

Assessment Method

Assessment type and title (where relevant)	%
Individual report – international marketing strategy evaluation	50
Examination – essay based	50

Trimester 1 Optional Modules

Organisation in the Digital Economy (600536)

Indicative Content

The module focuses on new developments in Information and Communication Technology (ICT) affordances underpinned by important concepts from systems thinking and complexity theory. The theoretical foundation in *systems* aims to assist students in developing their own thinking and constitutes a major theme/topic in the

context of this module. Similarly, the role of the digital economy as it is being shaped by an ICT-enabled networked world constitutes the second major pillar upon which different business considerations are unravelled. The following topics will be discussed:

- Information Systems and Systems Thinking
- Overcoming the view of technology as a tool and seeing technology as an enabler
- Information for Competitive Advantage
- ICTs and Knowledge Management
- ICTs and Business Transformation
- ICTs for innovation and governance
- Ethical Issues in the Exploitation of ICTs.

Assessment Method

Assessment type and title (where relevant)	%
An individual essay (Critical literature review in a topic on the Organisation of the Digital Economy)	75%
A concept map that will synthesize the key aspects of the module as perceived by the students, accompanied by a brief text-based reflection	25%

Assessing Entrepreneurial Opportunities (600423)

Indicative Content

The module is cross disciplinary allowing students to develop a critical understanding of how to assess a business opportunity with the aim to allow for effective decision making, in starting a business or creating a new venture, product or service within an existing organisation. Thus key areas of study include:

- Micro & Macro Market Assessment
- Micro & Macro Industry Assessment
- Ideation and creative thinking
- Networking and the importance of value chain interconnectedness
- Team Identification and Execution on Industry critical success factors
- Market critical success factors & risk and reward & business model viability
- Effective teamworking and innovation

Assessment Method

Assessment type and title (where relevant)	%
Group Project (Opportunity assessment of a new venture idea)	70
Group Presentation of Opportunity assessment to a group of entrepreneurs and managers	20
Reflective Individual Report on skills and knowledge gained	10

Managing your Money - Personal Finance Planning (600567)

Indicative Content

The module provides an introduction to the framework within which students will have to make financial decisions during their lifetime. It covers finances from student life, mortgages, to retirement and estate planning, and is designed to deliver transferable financial skills.

It is open to all students, with no pre-requisite knowledge of finance or accounting.

The mixture of research skills and academic learning provides the incentive for students to develop transferable life-skills such as problem-solving, communication and self-management.

Developing financial planning skills is critical for financial health, and students should be able to apply them to everyday situations throughout life. Consequently learning will be reinforced.

It will also allow them to help family members and their social circle.

- Structure and administration of the UK tax system
- Basic public sector finances
- Student loans and finances, including debt management
- Mortgages
- Budgeting and cash management
- Income tax - individuals and businesses
- Capital gains tax
- Inheritance tax
- Investments - classification and associated risks
- Portfolio theory - market risk and diversification
- Investments and associated borrowings
- Life assurance, pensions and annuities
- Tax-efficient savings and investment schemes
- Failure: voluntary arrangements with creditors and bankruptcy

Assessment Method

Assessment type and title (where relevant)	%
Case study coursework, 1,500 words	30
Learning journal summary 1,000 words	20
Examination based on pre-released case study	50

Business Project Management (600542)

Indicative Content

Project management is a dynamic and fascinating field that has played a part in everything from putting human beings on the moon to the Crossrail extension of London's tube network. This module will introduce students to the

background and development of the field, the range of concepts, tools, techniques and approaches that have developed over the years to address various project-based challenges. Project life cycles, planning, costing, options appraisal, risk identification and analysis, phasing, reporting, team working, communication, stakeholder identification and analysis, benefits realisation, closure and reflection are all likely to feature here. Consideration will be given to how businesses use project management and how they seek to create value from it. This module will also encourage (and require) students to develop the ability to critically assess differing project approaches, (and the assumptions that underpin them), to a variety of tasks and contexts. Factors that are seen as key to project success and reasons identified with project failures will be explored.

Assessment Method

Assessment type and title (where relevant)	%
Individual Reflective Essay	100

Comparative International Human Resource Management (600435)

Indicative Content

Theoretical and conceptual models relating to International and comparative HRM especially those concerning country of origin and host country.

An exploration of the different conceptions and practices relating the management and development of human resources in varying cultural contexts

Contextual factors influencing developments in HRM and HRD including the roles of the state, organisations and employees.

An exploration of the way in which historical, national, cultural factors give rise to individualistic/collectivist expectations and practices in the employment relationship.

Forms of participation, involvement and employee voice in differing cultural contexts

Management approaches to the strategic management of human resources.

Assessment Method

Assessment type and title (where relevant)	%
Examination	50%
Group project	50%

Business Strategies (600552)

Indicative Content

This module will discuss the process of formulating business strategies with an emphasis on the diversity of global strategic issues, methods and perspectives and the need for strategic integration across different organisational levels and functions. The module will emphasise the complexity, uncertainty, and diversity of organisational environments and their influences on strategic decision making that creates stakeholder value and sustainable strategic advantage. It will also consider the role of strategic leadership in these processes as well as critical issues in implementing business strategies. The module will include aspects of international business strategy. This module will discuss a wide range of issues, including:

- Business strategies –context, concepts and perspectives.
- Strategy in complex, uncertain and diverse global business environments.
- Strategic analysis: purpose, role and implications for strategic decision making.
- Sources of strategic advantage.
- Strategic choices, stakeholder value and sustainable advantage.
- Strategic interdependence across organisational levels and functional areas.
- Critical issues in implementing business strategies.

Assessment Method

Assessment type and title (where relevant)	%
Individual Report – Strategic analysis	50
Individual Essay - Critical evaluation and revision of a business strategy	50

Trimester 2 Core Modules

Emerging Markets (600422)

Indicative Content

Indicative contents of this module are:

1. Who and what (i.e. the distinguishing features) are emerging markets?;
2. The nature of systemic change in emerging markets (e.g. the downplaying of the role of the state; trade liberalisation, privatisation, and protectionism etc);
3. Multinationals from developed economies expanding toward and operating in emerging markets
4. The obstacles and risks inherent in doing business in emerging markets;
5. The challenges of developing a strategy and the opportunities for doing business in emerging markets as well as for EMNEs doing business globally;

6. Theoretical concepts, framework and models that explain and analyse global strategy, internationalisation and behaviours of multinational enterprises originated from emerging markets ;

The content will be taught through extensive use of case studies.

Assessment Method

Assessment type and title (where relevant)	%
One individual business project with emerging markets	50
One exam	50

International Business (600424)

Indicative Content

This module will explore issues in the international environment that have an impact on the behaviour and operation of firms and will cover topics related to the internationalisation of the firm and the nature of the international firm. This module will discuss a wide range of international business issues, including:

- internationalisation and the business environment: e.g. globalisation and regionalism;
- the role of regulation – multi-level governance and Intellectual Property Rights protection;
- shifts in the geography of international trade and investment flows – notably, the emerging economies ;
- the internationalisation process of large, medium and small MNEs, including the role played by innovation in enterprise development;
- the internationalisation strategies of MNEs, including entry modes, relationships between HQ and subsidiaries, investment and divestment decisions and organisational structures;

MNEs business policy and strategy, including the challenges posed by corporate social responsibility and national and organisational culture in an international context.

Assessment Method

Assessment type and title (where relevant)	%
Individual Essay	50
Exam	50

Trimester 2 Optional Modules

SMART: Problem-solving for Complex Systems (600588)

Indicative Content

The module content is designed to enable students to understand and use a range of concepts, frameworks, methods and methodologies for

1. critical evaluation of complex problem situations (taking into account multiple dimensions of those situations as well as stakeholder perspectives),
2. making appropriate decisions and
3. developing strategies and interventions for addressing them.

Overview of some themes and topics: Systems concepts, models and problem structuring methods for complex situations: some or all of the following will be covered -

- Strategic Assumption Surfacing and Testing: choosing between strategic alternatives.
- Soft Systems Methodology: integrating diverse stakeholder perspectives to collaboratively identify feasible and desirable innovations.
- Viable System Model: designing organizations to deal with complexity
- Lean systems methodology
- Heuristics
- Design thinking.
- Systemic evaluation

The above topics and themes and other related equivalents in Systems Theory will be used discretionarily depending on the problem solving analyses that we will choose in sessions. The key issues in these topics and themes are that they are transdisciplinary, this means that students from several programmes can make use of them in their particular fields.

Assessment Method

Assessment type and title (where relevant)	%
Individual written assignment (2250 words)	50
Individual written assignment (2250 words)	50

Research Project (600549)

Indicative Content

Students must choose a research project topic in the same subject area as their degree title or one that can be supported from the start of the work, by the school across the Subject Groups. The research project will have a theoretical orientation and primary research will often be included. The key elements of this module include independent original work on a chosen research topic; research design; the application of coherent research methods and strategy; data retrieval; time management; the analysis of results; the evaluation of findings; the presentation of results; reflection on the challenges and rewards of learning.

Assessment Method

Assessment type and title (where relevant)	%
Project Specification	20
Research Project Report	80



BA (Hons) International Business Optional Modules Form

Student Name:

Student Number:

Signature:

Trimester 1 (Sep-Jan)	Modules	Please tick the optional module(s) you wish to study.
Compulsory	International Marketing	n/a
You must select two of the following optional modules:		
Optional	Organisation in the Digital Economy	
Optional	Assessing Entrepreneurial Opportunities	
Optional	Managing your Money - Personal Finance Planning	
Optional	Business Project Management	
Optional	Comparative International Human Resource Management	
Optional	Business Strategies	

Trimester 2 (Feb-May)	Modules	Please tick the optional module(s) you wish to study.
Compulsory	Emerging Markets	n/a
Compulsory	International Business	n/a
You must select one of the following optional modules:		
Optional	SMART: Problem-Solving for Complex Systems	
Optional	Research Project	