

Module Details	
Module Title	Contemporary Issues in Global Business
Module Code	SIB7020-A
Academic Year	2024/5
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	60
Groupwork	10
Online Lecture (Asynchronous)	14
Seminars	16

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Non Standard Year
DIA	Dubai Knowledge Village / Non Standard Year

Module Aims
<p>Through the use and application of technology (including AI, big data, data modelling and simulation) in this module students will explore current, relevant and contemporary issues in business from around the world, and discuss them in the context of their own organisations. Learners will develop a comprehensive understanding of the key strategic issues that organisations are confronted with when operating in global markets. This includes assessment of the management implications of international business environment and the major theories and empirical evidence on international business strategy.</p>

Outline Syllabus

Introduction to Emerging Issues in International Business

- * Understanding the impact of major changes in trade and investment patterns
- * Debating the globalization process and its strategic implications
- * Exploring different foreign market entry modes

Institutional and Cultural Systems in International Business

- * Analysing the importance of differences in institutional and cultural systems
- * Enhancing cultural intelligence and cross-cultural communication
- * Case studies on successful adaptation to diverse business environments

Theories and Evidence on Foreign Direct Investment (FDI)

- * The FDI decision-making process
- * Evaluating theories of FDI (e.g., OLI framework, eclectic paradigm)
- * Examining empirical evidence on FDI trends and patterns

Internal and External Business Environments

- * Assessing the impact of internal organizational factors on global strategy
- * Understanding the external macro-environment (PESTEL analysis)
- * Innovation, learning, and technology transfer in global organizations

Leadership and Entrepreneurship in International Context

- * Leadership challenges in multinational corporations
- * Identifying entrepreneurial opportunities and risks in global markets
- * Learning from case studies of successful global leaders and entrepreneurs

Organizational Culture and Structures

- * The role of organizational culture in global business
- * Adapting organizational structures for international operations
- * Control mechanisms and governance in multinational firms

HQ-Subsidiary Relationships

- * Managing relationships between headquarters and subsidiaries
- * Decision-making processes and coordination mechanisms
- * Balancing autonomy and alignment in a global network

Collaborative and Networking Relationships

- * Building effective collaborative networks across borders
- * Strategic alliances, joint ventures, and partnerships
- * Leveraging technology for virtual collaboration

Case Studies and Best Practices

- * Learning from real-world examples of global business challenges
- * Best practices for addressing emerging issues
- * Group discussions and presentations

Future Trends and Challenges

- * Anticipating future developments in international business
- * Exploring sustainability, digital transformation, and geopolitical shifts
- * Strategic foresight and scenario planning

Practical Applications and Projects

- * Applying concepts to real-world scenarios
- * Group projects on strategic decision-making
- * Final presentations and reflections

Course Wrap-Up and Reflection

- * Synthesizing key learnings from the module
- * Reflecting on personal growth and development
- * Looking ahead to lifelong learning in global business

Learning Outcomes	
Outcome Number	Description
01	Demonstrate a critical understanding of the nature of the global business, and the theories that underpin the management of the internationalization process
02	Use technology to assist in identifying and analysing the major drivers and constraints that organisations encounter in their internationalisation strategies
03	Explain the rationale and alternative methods/routes available to enter and develop foreign markets
04	Operationalise their knowledge of diversity and cultural differences to facilitate international business activities

Learning, Teaching and Assessment Strategy
<p>The teaching, learning and assessment strategy is framed around problem-based learning.</p> <p>The lectures will introduce students the core concepts, theories and practices involved in International business; they will be used to define the problem domains, and then explore models, frameworks and technologies that could be used to identify solutions. Several of these lectures may be delivered by experts currently working on the issues. The lectures will be recorded and supported with material to support learners before and after the event. The lectures will be supported by seminar activities in which the student will actively learn further techniques and technologies to explore the problem and be given time to apply these to similar problems.</p> <p>Students have the opportunity to gain formative feedback on a proposal for a solution to a contemporary problem. The final summative assessment is a presentation based on their work.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Individual Presentation (10 minutes)	100%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.