

<b>Unit Title: International Business Case Study</b>	<b>Unit Code: CSBP</b>
<b>Level: 6</b>	<b>Learning Hours: 210</b>
<b>Learning Outcomes and Indicative Content:</b>	
<b>Candidates will be able to:</b>	
<b>1. Understand the key challenges facing international business and global operators</b>	
1.1	Examine what is meant by globalisation and its implications for regions, countries, markets and customers
1.2	Recognise the key drivers of globalisation and international trade together with the prevailing counter culture i.e. IT developments (Internet, mobile phones), globalisation; multinationals, transnationals, urbanisation, global consumers
<b>2. Critically evaluate a strategic business plan for an organisation</b>	
2.1	Understand and explain the role of strategy in the international context
2.2	Understand the issues of strategic choice
2.3	Using the relevant academic and business models Identify and analyse strategic outcomes
2.4	Formulate recommendations embracing domestic as well as international strategies
2.5	Examine the contribution of academic thinking in determining the direction of international development, from portfolio analysis and entry strategies to mergers and acquisitions
<b>3. Evaluate the implementation of a strategic business plan</b>	
3.1	Identify and explain the role and contribution of management in international development (as distinct from the domestic arena)
3.2	Explain the links between strategy and structure in international business development
3.4	Describe the strategic options and explain their importance in implementing international operations, from exporting through to strategic alliances
3.4	Examine the issues surrounding international and global human resource management (HRM)
3.5	Explain the role of financial management in international business i.e. investment decisions, political and economic risk, transactional taxation and transfer pricing

**4. Evaluate and recommend organisational structures outside the domestic situation**

- 4.1 Explain how cultural values play a major role in shaping customs and practice in the organisation
- 4.2 Describe the body of knowledge on cultural diversity and explain its effect on organisational practices and customers
- 4.3 Identify and describe the various methods and approaches to international organisational structures and make recommendations relevant to the needs of the organisation and the environment
- 4.4 Describe and explain the linkages between corporate headquarters and the regional and local subsidiaries

**5. Critically evaluate a vision, providing leadership for the organisation**

- 5.1 Explain the issues underpinning motivational change and the creation of readiness for this change
- 5.2 Evaluate the strategic role of leadership in developing international expansion, particularly the creation of a vision and the communion of this to a diverse audience
- 5.3 Explain the role played by planning in the shaping of the future direction for the organisation
- 5.4 Assess the significance of team building as a change agent internationally and its contribution to sustaining momentum

**6. Evaluate the regulatory, ethical and social responsibilities of the international firm**

- 6.1 Describe how, as a result of globalisation, companies operate within different political systems, from collectivism, individualism and democracy to authoritarianism
- 6.2 Explain how countries are at different stages of economic development and how business solutions will reflect this
- 6.3 Explain the growing role and significance of ethical responsibilities
- 6.4 Examine the growing importance of corporate social responsibility (CSR) and the impact of consumer movements so that the organisation strikes the appropriate balance in its international development
- 6.5 Describe the legal systems in terms of protection of employment, property rights and intellectual capital together with product safety and product liability

**Assessment Criteria:**

- Assessment method: written examination using a case study supplied in advance to candidates
- Length of examination: three hours open book
- Candidates must answer all three questions, each of which may carry different marks

*The International Business subject and its assessment are designed to test candidates' ability to apply theories of many of the other subjects at Advanced Diploma level. The examination expressly sets out to assess candidates' ability to carry out analysis and develop strategic options and both make and justify recommendations against a background of a simulated real life business context.*

**Recommended Reading**

ABE, *ABE Study Manual – International Business*, ABE

Hill C, *International Business* (2006), McGraw-Hill  
ISBN: 0073260711

Rugman A, *International Business* (2006), Pearson Higher Education  
ISBN: 1405840714