

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

Sheet updated: September 2010

Module code 4078	Module title International Business	Module leader Luis Aguiar
School which owns module	School of Business	
Programme(s) to which module belongs	MBA Business Management in the Global Food Industry (focus) MA Business Management (elective)	
Module level 7	Module credits 15	Pre-requisites None
Minimum study time 150 hours	Contact hours within study time 30	Teaching period October to March Friday pm
Module content: The main theories of international trade and Foreign Direct Investment (FDI). Drivers of globalisation. Impact of trade blocs. Managing in different cultures. Ethical dimensions of globalisation. GATT/WTO. International business strategies – third country servicing. International financing institutions.		
Module outcomes: To achieve credit for this module, students must be able to: 1. Demonstrate a knowledge and understanding of trade theory and FDI. 2. Interpret data and abstract meaning in oral and written format. 3. Evaluate business performance in an international context.		
Assessment	Description	Weighting
Coursework	Written report	100%
Key texts: Wild, J., Wild, K. and Han, J. (2008) <i>International Business: The Challenges of Globalisation</i> . 4 th ed. Pearson Education International. Daniels, J. D. (ed.) (2011) <i>International Business: Environments and Operations</i> . 13 th ed. Prentice Hall. Ellis, J. and Williams, D. (1995). <i>International Business Strategy</i> . Pitman. Kline, J. (2005) <i>Ethics for International Business: Decision Making in a Global Political Economy</i> . Routledge.		