



**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



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| Programme | Level 5 Extended Diploma in Strategic Business Management (RQF) | | |
| Unit Number/ Unit Title | UNIT 8 INTERNATIONAL BUSINESS MANAGEMENT | | |
| Cohort Code: | L05IBM-U8 | | |
| Unit Level | LEVEL 5 | | |
| Total GLH | Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110 | | |
| Credits/Hours | 20 CATS/ 10 ECTS | | |
| Lecturer | | | |
| Start Date | | End Date | |

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| Unit Aims | This unit aims to introduce students to the challenges and strategies of managing businesses in a global context, focusing on international markets, cultural dynamics, and global operations. Students will also be able to navigate legal, ethical, and political challenges as well as global economic trends and risks. |
| Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i> | Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning |

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| Equality & Diversity | Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met. |
| Safeguarding & Prevent | Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff. |
| Health & Safety | SIRM H&S policies will be maintained. |
| Learning Resources | Teaching and Learning Materials |
| | Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2018). "International Business: Environments and Operations." Pearson. |
| | Hill, C. W. L., Hult, G. T. M. (2020). "International Business: Competing in the Global Marketplace." McGraw-Hill Education. |
| | Czinkota, M. R., Ronkainen, I. A., & Moffett, M. H. (2018). "International Business." Wiley. |
| | Cavusgil, S. T., Knight, G., Riesenberger, J. R. (2019). "International Business: The New Realities." Pearson. |
| | Rugman, A. M., & Collinson, S. (2020). "International Business." Pearson. |

| Learning Outcome | Assessment Criteria |
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| LO1. Learner will be able to understand global business environment. | AC 1.1: Define the global business environment and its key components (e.g., cultural, political, economic). AC 1.2: Analyse the impact of globalization on business operations and strategies. AC 1.3: Evaluate cultural diversity and its influence on international business practices. |
| LO2. Learner will be able to analyse entry modes and market selection. | AC 2.1: Evaluate different entry modes for international markets (e.g., exports, joint ventures, subsidiaries). AC 2.2: Assess the factors influencing market selection and entry mode decisions. AC 2.3: Analyse the risks and benefits associated with various entry strategies. |
| LO3. Learner will be able to formulate international business strategies. | AC 3.1: Formulate strategies for international market expansion and growth. AC 3.2: Develop strategies for adapting products and services to diverse markets. AC 3.3: Evaluate the role of strategic alliances and partnerships in international business success. |
| LO4. Learner will be able to manage cross-cultural teams and operations. | AC 4.1: Develop strategies for managing cross cultural teams and fostering a global mindset within organizations. AC 4.2: Analyse the impact of cultural differences on communication, leadership, and decision making in international business contexts. AC 4.3: Implement practices to enhance cross cultural collaboration. |
| LO5. Learner will be able to navigate legal, ethical, and political challenges. | AC 5.1: Evaluate legal and ethical challenges in international business operations. AC 5.2: Navigate political and regulatory environments in diverse countries. AC 5.3: Develop strategies for ensuring ethical practices and compliance with international laws and regulations. |
| LO6. Learner will be able to adapt to global economic trends and risks. | AC 6.1: Monitor and analyse global economic trends and their impact on international business. AC 6.2: Assess and manage risks associated with currency fluctuations, geopolitical events, and economic uncertainties. AC 6.3: Develop strategies for adapting to dynamic global economic conditions. |

| No | Learning Outcomes/Topic | Learning and Teaching Outcomes | Which assessment criteria does the session refer to? | Day/month/year/ signature |
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| 1. | Understanding the Global Business Environment | <ul style="list-style-type: none"> Define the global business environment and its key components. Activities: Lecture: Introduction to the global business environment (cultural, political, economic factors). Group Discussion: How do cultural, political, and economic factors influence international business? Case Study: Examples of how global components affect business operations. | LO1, AC 1.1 | |
| 2. | The Impact of Globalization on Business Operations | <ul style="list-style-type: none"> Analyse the impact of globalization on business operations and strategies. Activities: Lecture: Globalization and its effects on business strategies and operations. Group Activity: Examine companies that have adapted to globalization. Class Discussion: Opportunities and challenges in the global marketplace. | LO1, AC 1.2 | |
| 3. | Cultural Diversity and International Business Practices | <ul style="list-style-type: none"> Evaluate cultural diversity and its influence on international business practices. Activities: Lecture: Understanding cultural diversity in international business. Group Discussion: Discuss how cultural differences affect business practices. Case Study: Cultural missteps in international business. | LO1, AC 1.3 | |
| 4. | Entry Modes for International Markets | <ul style="list-style-type: none"> Evaluate different entry modes for international markets. | LO2, AC 2.1 | |

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| | | <ul style="list-style-type: none"> • Activities: Lecture: Types of entry modes (exports, joint ventures, subsidiaries). Group Activity: Analyze the advantages and disadvantages of different entry modes. Case Study: Successful market entry strategies in various countries. | | |
| 5. | Revision Class | <ul style="list-style-type: none"> • Task 1: Global Business Environment and Strategy Analysis Instructions: Write a report analyzing how cultural, political, and economic factors influence a company's international strategy, and propose an entry mode for expanding into a selected foreign market. Objective: Evaluate the global business environment and select an appropriate market entry strategy based on cultural, political, and economic factors. • Task 2: Globalization Impact and Cultural Adaptation Instructions: Conduct a case study analysis of a company that has successfully adapted to globalization, focusing on how they managed cultural diversity and chose the best entry mode for new markets. Objective: Analyze the impact of globalization on business operations, with a focus on cultural diversity and market entry strategies. | LO1-LO2 | |
| 6. | Factors Influencing Market Selection and Entry Mode Decisions | <ul style="list-style-type: none"> • Assess the factors influencing market selection and entry mode decisions. • Activities: Lecture: Key factors in market selection (economic stability, | LO2, AC 2.2 | |

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| | | <p>legal considerations, etc.).</p> <p>Group Discussion: What factors should influence entry mode decisions?</p> <p>Case Study: Market selection in emerging markets.</p> | | |
| 7. | Risks and Benefits of Different Entry Strategies | <ul style="list-style-type: none"> Analyse the risks and benefits associated with various entry strategies. Activities: <p>Lecture: Risk analysis in entry strategies.</p> <p>Group Activity: Evaluate the risks and benefits of different international market entry strategies.</p> <p>Class Discussion: Which entry strategy is most effective in different scenarios?</p> | LO2, AC 2.3 | |
| 8. | Strategies for International Market Expansion and Growth | <ul style="list-style-type: none"> Formulate strategies for international market expansion and growth. Activities: <p>Lecture: Strategic planning for international market expansion.</p> <p>Group Activity: Develop an expansion strategy for a hypothetical business.</p> <p>Case Study: Successful international expansion case studies.</p> | LO3, AC 3.1 | |
| 9. | Adapting Products and Services to Diverse Markets | <ul style="list-style-type: none"> Develop strategies for adapting to dynamic global economic conditions. Activities: <p>Lecture: Strategies for business adaptation in fluctuating global economies.</p> <p>Group Activity: Create a plan to adapt a business to changing economic conditions.</p> <p>Case Study: Companies that have successfully adapted to global economic shifts.</p> | LO3, AC 3.2 | |

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| 10. | Revision class | <ul style="list-style-type: none"> • Task 1: Market Entry Decision Report Instructions: Choose a target country and write a report assessing market selection factors, recommending the most suitable entry mode, and evaluating associated risks and benefits. Objective: Assess how market conditions influence entry strategy decisions and analyze the trade-offs involved in selecting entry modes. • Task 2: International Expansion and Adaptation Plan Instructions: Develop a written strategy for a company planning to expand internationally, including growth strategies and how the product/service will be adapted to local market conditions. Objective: Formulate strategies for international growth while addressing economic variability and cultural adaptation needs. | LO1-LO2-LO3 | |
| 11. | Mid-term Review and Assessment | <ul style="list-style-type: none"> • Review of strategic management principles. Activities: <ul style="list-style-type: none"> • Review Session: Key concepts covered from weeks 1-10. • Mock Exam: Practice questions on strategic management concepts. • Feedback Session: Discuss common issues faced by students. | LO1-LO2-LO3 | |
| 12. | Role of Strategic Alliances and Partnerships | <ul style="list-style-type: none"> • Evaluate the role of strategic alliances and partnerships in international business success. • Activities: Lecture: Strategic alliances and their importance in global business. Group Discussion: How do alliances support business | LO3, AC 3.3 | |

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| | | growth in international markets? Case Study: Examples of successful international partnerships. | | |
| 13. | Managing Cross-Cultural Teams and Fostering a Global Mindset | <ul style="list-style-type: none"> Develop strategies for managing cross-cultural teams and fostering a global mindset within organizations. Activities: Lecture: Managing teams in a cross-cultural environment. Group Activity: Create a strategy to improve cross-cultural communication. Class Discussion: Challenges of managing diverse teams. | LO4, AC 4.1 | |
| 14. | Impact of Cultural Differences on Communication and Leadership | <ul style="list-style-type: none"> Analyse the impact of cultural differences on communication, leadership, and decision-making in international business contexts. Activities: Lecture: The role of culture in communication, leadership, and decision-making. Group Discussion: How do cultural differences affect leadership styles? Case Study: Cross-cultural communication barriers in multinational corporations. | LO4, AC 4.2 | |
| 15. | Enhancing Cross-Cultural Collaboration | <ul style="list-style-type: none"> Implement practices to enhance cross-cultural collaboration. Activities: Lecture: Best practices for fostering cross-cultural collaboration. Group Activity: Design an intercultural training program for a global team. Class Discussion: The importance of cultural awareness in business collaboration. | LO4, AC 4.3 | |
| 16. | Midterm | <ul style="list-style-type: none"> Midterm assessment covering all learning outcomes (theory and practical elements) | LO1-LO2-LO3-LO4 | |

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| 17. | Feedback & Reflection | <ul style="list-style-type: none"> • Review of key concepts covered • Reflective discussion on International Business Management • Course evaluations • | LO1-LO2-LO3-LO4 | |
| 18. | Legal and Ethical Challenges in International Business | <ul style="list-style-type: none"> • Evaluate legal and ethical challenges in international business operations. • Activities: Lecture: Key legal and ethical issues in international business. Group Discussion: Ethical dilemmas in global business practices. Case Study: Legal challenges faced by international companies. | LO5, AC 5.1 | |
| 19. | Navigating Political and Regulatory Environments | <ul style="list-style-type: none"> • Navigate political and regulatory environments in diverse countries. • Activities: Lecture: Political and regulatory environments in international business. Group Activity: Analyze the impact of political risk on international operations. Case Study: How regulations affect market entry strategies. • | LO5, AC 5.2 | |
| 20. | Ensuring Ethical Practices and Compliance with International Laws | <ul style="list-style-type: none"> • Develop strategies for ensuring ethical practices and compliance with international laws and regulations. • Activities: Lecture: Ethical business practices and compliance strategies. Group Activity: Create a compliance plan for an international company. | LO5, AC 5.3 | |

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| | | Class Discussion: Strategies to prevent ethical violations in international business. | | |
| 21. | Monitoring and Analysing Global Economic Trends | <ul style="list-style-type: none"> Monitor and analyse global economic trends and their impact on international business. Activities: Lecture: Overview of current global economic trends. Group Discussion: How do economic trends affect international businesses? Case Study: The impact of global economic shifts on multinational companies. | LO6, AC 6.1 | |
| 22. | Review Class/Presentation of cases | <p>Task 1: Prepare a group presentation analyzing the legal, ethical, political, and economic environment of a selected country for international business entry. Objective: Evaluate key external factors influencing international operations and propose strategies for ethical compliance and market success.</p> <p>Task 2: Deliver a case-based presentation on how a global company responded to legal or ethical challenges amid shifting political or economic conditions. Objective: Assess international business risks and recommend solutions to maintain compliance, ethical standards, and strategic stability.</p> | LO5-LO6 | |
| 23. | Assessing and Managing Risks in International Business | <ul style="list-style-type: none"> Assess and manage risks associated with currency fluctuations, geopolitical events, and economic uncertainties. Activities: Lecture: Managing financial risks in international business. Group Activity: Develop a risk management strategy for currency fluctuations. | LO6, AC 6.2 | |

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| | | Class Discussion: The effect of geopolitical events on international business. | | |
| 24. | Developing Strategies for Adapting to Global Economic Conditions | <ul style="list-style-type: none"> Develop strategies for adapting to dynamic global economic conditions. Activities: Lecture: Strategies for business adaptation in fluctuating global economies. Group Activity: Create a plan to adapt a business to changing economic conditions. Case Study: Companies that have successfully adapted to global economic shifts. | LO6, AC 6.3 | |
| 25. | International Supply Chain and Logistics Management | <ul style="list-style-type: none"> Analyze the role of supply chain and logistics in international operations. Activities: Lecture: Overview of global supply chain networks and logistics strategies. Group Activity: Map out a global supply chain for a product-based company. Case Study: Supply chain disruptions and solutions in international trade. | LO1-LO2-LO3-LO4-LO5-LO6 | |
| 26. | International Supply Chain and Logistics Management | <ul style="list-style-type: none"> Analyze the role of supply chain and logistics in international operations. Activities: Lecture: Overview of global supply chain networks and logistics strategies. Group Activity: Map out a global supply chain for a product-based company. Case Study: Supply chain disruptions and solutions in international trade. | LO1-LO2-LO3-LO4-LO5-LO6 | |

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| 27. | Digital Transformation in International Business | <ul style="list-style-type: none"> Evaluate the impact of digital technologies on global business operations. Activities: Lecture: E-commerce, digital marketing, and AI in international business. Group Discussion: How digital tools support global expansion. Class Activity: Assess a company's digital strategy for international markets | LO1-LO2-LO3-LO4-LO5-LO6 | |
| 28. | Future Trends and Innovation in International Business | <ul style="list-style-type: none"> Identify emerging trends and innovations shaping the future of global business. Activities: Lecture: Trends such as sustainability, fintech, and global remote work. Group Activity: Predict and present future strategies for international firms. Class Discussion: What skills and strategies will define future global leaders? | LO1-LO2-LO3-LO4-LO5-LO6 | |
| 29. | Final Exam Preparation | <ul style="list-style-type: none"> | | |
| 30. | Final Exam | <ul style="list-style-type: none"> | | |