

Module Syllabus

Course	Post Graduate Diploma in Management
Module Title	International Business
Module Syllabus no. (if any)	
Year offered	2012
Start date	Feb 2012 / Sep 2012
End date	Feb 2013/ Sep 2013
Syllabus / Content / Learning Outcomes	<ol style="list-style-type: none"> 1. Introduction to module. Globalisation and business management 2. Non-domestic Business Strategies 3. National and international political economy 4. Cross-cultural differences and styles of management 5. International trade and market entry methods 6. Effective management across borders and cultures 7. SMEs and international business 8. Cases in international business management and module review <ul style="list-style-type: none"> ✓ Analyse and evaluate differing patterns of business competition and decision making as a function of global, national and regional environments; ✓ Critically evaluate interpersonal and organisational effectiveness in culturally complex settings; ✓ Evaluate alternate ways firms might exploit overseas markets; ✓ Evaluate the dynamic environmental forces and cultural issues that impact on organisational problems and adjust decision-making strategies accordingly.
No of teaching hours	24 Hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	4000 Word Assignment (100%)
Skills for maximising learning outcomes	Reading and research
Dates of examinations, major assessments and assignments	May, 2012 / Dec, 2012 / May, 2013
Recommended text	Deresky H. (2006) International Management: Managing across borders and cultures, Prentice Hall
Additional reference texts (if any)	Rugman A. & Collinson S. (2004) International Business (4th ed) FT/Prentice Hall
Additional Remarks (if any)	

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Lesson No.	Learning Outcome
1	Analyse and evaluate differing patterns of business competition and decision making as a function of global, national and regional environments
2	Analyse and evaluate differing patterns of business competition and decision making as a function of global, national and regional environments
3	Critically evaluate interpersonal and organisational effectiveness in culturally complex settings
4	Critically evaluate interpersonal and organisational effectiveness in culturally complex settings
5	Evaluate alternate ways firms might exploit overseas markets
6	Evaluate alternate ways firms might exploit overseas markets
7	Evaluate the dynamic environmental forces and cultural issues that impact on organisational problems and adjust decision-making strategies accordingly
8	Evaluate the dynamic environmental forces and cultural issues that impact on organisational problems and adjust decision-making strategies accordingly