1. **Title of the module**
   International Business Regions 1 – PRSN4103

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**
   Level 4

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   This module can be run in any term: Autumn, Spring or Summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   - BA (Hons) Business Management - option module
   - BA (Hons) Business Management with Entrepreneurship - option module
   - BA (Hons) Business Management with Finance - option module
   - BA (Hons) Business Management with Global Industries - option module
   - BA (Hons) Business Management with Law - option module
   - BA (Hons) Business Management with Marketing - option module

8. **The intended subject specific learning outcomes.**
   On successfully completing the module students will be able to:
   
   8.1 demonstrate knowledge and understanding of how political, economic, socio-cultural and historical factors have influenced a specific region, its relationships with other parts of the world and doing business there.
   
   8.2 carry out research using a wide variety of sources in order to evaluate and advise on potential or actual commercial activity in the region being studied within its economic, social and political context.
   
   8.3 demonstrate an awareness of the importance of managing different cultural sensitivities whilst engaged in commerce in the region being studied.
   
   8.4 apply their knowledge of local cultural, social, economic, environmental and political factors to establishing operations in the region and conducting business there.
   
   8.5 demonstrate an understanding of how to communicate effectively with a diverse range of people of different cultural backgrounds.
9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

9.1 Demonstrate the ability to exercise personal responsibility

10. A synopsis of the curriculum

Module Aims
This module will give students an understanding of some of the key elements to consider in conducting business in a specific region. The module will cover socio-cultural, political, and economic elements that impact on the commercial context of that region, from both a domestic and an international perspective. The module will also develop an appreciation of the role that region plays in global and online markets, both currently and potentially in the future.

Overview of syllabus
1. Introduction to the region and its importance to modern business
2. The nature of the economy
3. The role of public and private commercial activity in the region
4. Aspects of the region and the rest of the world
5. History and Culture - a brief introduction to history and culture history of the region
6. Contemporary issues – focussing on one or two issues in the recent media
7. The challenges and opportunities of doing business in the region
8. Case studies of transnational organisations operating in the region

11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)

Core study texts will depend on the region of study. Examples of core study texts for a study of the Greater China region would include:

Core study texts

- Modern China: A very short introduction, by Rana Mitter, OUP
- Spence, Jonathan: The Search for Modern China. 2nd ed.; New York: W.W. Norton, 1999
- Inside China’s Steel City BBC World, http://www.bbc.co.uk/programmes/b03x0msd

Module Specification Template (September 2015)
12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

Scheduled Hours: 25
Placement Hours: 00
Independent Study Hours: 125
Total Study Hours: 150

13. Assessment methods.

This module will be assessed by:

- coursework of a maximum of 1,800 words or equivalent (75% of overall grade) which will typically take the form of a report for a specific organisation, and
- a 15 minute oral presentation (25% of overall grade) which will typically take the form of an employee training session.
- In order for a student to pass the module they must achieve a pass in each of the two elements of assessment.

A student must pass both assessments in order to pass the module.

Other alternative forms of assessment may be developed for resits.

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

<table>
<thead>
<tr>
<th>Module learning outcome</th>
<th>8.1</th>
<th>8.2</th>
<th>8.3</th>
<th>8.4</th>
<th>8.5</th>
<th>9.1</th>
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</thead>
<tbody>
<tr>
<td>Learning/teaching method</td>
<td>Hours allocated</td>
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<td></td>
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<tr>
<td>Private Study</td>
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## MODULE SPECIFICATION

<table>
<thead>
<tr>
<th>Lectures</th>
<th>10</th>
<th>X</th>
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<tbody>
<tr>
<td>Seminars</td>
<td>15</td>
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### Assessment method

<table>
<thead>
<tr>
<th>Oral presentation (25% of grade)</th>
<th>X</th>
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<tbody>
<tr>
<td>Coursework (75% of grade)</td>
<td>X</td>
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15. Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching. Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. **Campus(es) or Centre(s) where module will be delivered:**

   Pearson College London

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

17. **Partner College/Validated Institution:**

   Pearson College London

18. **University School responsible for the programme:**

   Kent Business School

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Module Specification Template (September 2015)
Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

<table>
<thead>
<tr>
<th>Date approved</th>
<th>Major/minor revision</th>
<th>Start date of the delivery of revised version</th>
<th>Section revised</th>
<th>Impacts PLOs (Q6&amp;7 cover sheet)</th>
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