



## **MN5425 – Masterclasses in International Business**

**MODULE TYPE/SEMESTER:** Core (20 credits), Semester 2

**MODULE CO-ORDINATOR:** Prof Ross Brown

**CONTACT DETAILS:** [Ross.Brown@st-andrews.ac.uk](mailto:Ross.Brown@st-andrews.ac.uk)

### **AIM:**

This module aims to build on students' prior knowledge of International Business concepts during Semester 1 by introducing them to contemporary dialogue and debates in International Business. The core or overarching theme of the Masterclass series is the exploration of the changing complexities within the international business environment. The module will explore specific issues across this overarching theme. The intention is to approach each topic from a range of perspectives, including mainstream and critical understandings. Students will be encouraged to engage with the challenges presented by these issues by means of a range of approaches, including standard lectures, tutorials, and debates. Group work will be strongly embedded within this module.

### **METHOD OF TEACHING & LEARNING:**

The module will comprise five core masterclasses which will take place every other week and feature a number of predominantly practitioner contributions. The masterclasses will be delivered by experts in their field, from (but not exclusively) experienced business practitioners, policy makers and leading academics. Each masterclass will involve an in-depth exploration of a critical issue facing international business and the changing environment in which they operate. Bespoke reading lists will be produced for each of the masterclasses. During the intervening weeks students will get the opportunity to debate, discuss and further explore the previous week's topic as well as to look ahead and prepare for their group presentations focusing on certain aspects covered by the Masterclass. Group presentations will be a core aspect of the module.

### **LEARNING OUTCOMES:**

By the end of the module, students should be able to:

- Critically evaluate a range of contemporary issues in international business;
- Assess the competing values and perspectives that differing stakeholders bring to issues covered in the curriculum;
- Compare, contrast and evaluate differing theoretical, practical and ethical positions in relation to issues covered in the curriculum;

- Critically evaluate their own position with respect to the issues covered in the curriculum;
- Be better able to interpret and to understand how the contemporary global economy shapes the nature of international businesses.

#### **INDICATIVE TOPIC OUTLINE:**

Indicative topics include:

- Business Collaboration and Open Innovation
- Cybercrime and International Business
- Brexit and International Businesses
- International Terrorism and Global Business
- Doing Business in Emerging Markets
- Venture Capital and Business Angel Finance Since the financial crisis
- The Strategic Challenges Facing Born Global Enterprises

#### **ASSESSMENT:**

- Learning Journal 30%
- Group Presentation 20%
- Case Study Project 50%

#### **READING LIST:**

There is no set text for the module but a list of indicative reading can be found on Moodle. Appropriate literature will be highlighted following each Masterclass.

*Organisation of courses may be subject to change without notice.*