

Module code: MOD010838	Version: 3 Date Amended: 26/Nov/2025
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1. Module Title
International Business and Market Dynamics

2a. Module Leader
Ivan Rajic

2b. School
School of Economics, Finance and Law

2c. Faculty
Faculty of Business and Law

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In an increasingly interconnected and interdependent world, understanding the global business environment is paramount for future leaders, entrepreneurs, and policymakers. This module delves deep into the multifaceted dynamics that shape international business operations and markets. Spanning from global trade patterns and international market structures to the nuanced socio-cultural and political factors that influence cross-border transactions, this module provides you with a comprehensive overview of the challenges and opportunities inherent in global commerce. Through a blend of theoretical frameworks and real-world case studies, you'll gain insights into the external forces impacting multinational corporations, small and medium-sized enterprises (SMEs) beyond their domestic markets. This module will introduce concepts, models and frameworks that can be applied to increase the probability of success for your own organisations and will equip you to develop your own plans within the overall business context. It also emphasizes the importance of critical thinking and problem-solving in the context of global business, equipping you with the skills required to analyse complex information and make strategic decisions

6b. Outline Content

The module will teach you basic micro and macroeconomic concepts and measurements, which are important for understanding a firm's business environments. Concepts covered will include, for example, consumer preferences, firms' cost structure, competition and market structure, economic development and its measurements. The module will also cover the important issue of sustainability, which should be taken into account in any business planning.

The module will also focus on teaching you basic data literacy (e.g. what is credible data and where to find it, data interpretation, basic data visualization) and will develop your academic writing skills.

This module will be co-lead by Ivan Rajic and Peter McDonald.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Explain how firms and individuals are affected by the local, national and international business environment;
2	Knowledge and Understanding	Analyse how basic Economics indicators and the different types of market structures (monopoly, oligopoly, monopolistic competition) and their implications for international business;
3	Knowledge and Understanding	Select and interpret simple graphical and tabular data to support logical arguments;
4	Intellectual, practical, affective and transferrable skills	Apply basic theories to analyse real-world business phenomena.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	F01CAM	Trimester 2	ARU Cambridge Campus	Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	26	1-4	1 hour Tutor-led Workshop (1hr x 11 weeks) Screencast or equivalent (20 minute maximum) x 10 weeks minimum. 1 hour Student led Workshop (1 hr x 12 weeks)
Student managed learning	124	1-4	Learning activities provided and explained on Canvas and assessment preparations
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Case Study Report 1500 words					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	In-class test: answer 30 multiple choice questions in 45 minutes	Scheduled Activity: Timetabled assessment task	50 (%)	All
010/2	1200 word coursework: answer 4x300 word short-answer questions using data or graphs	Canvas	50 (%)	

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*). In addition, students are required to: (a) achieve the qualifying mark for each element of fine graded assessment as specified above (b) pass any pass/fail elements [* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]
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