1. **Title of the module**

BUSN6005 (CB6005) International Business: Theoretical Insights

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

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

5

1. **The number of credits and the ECTS value which the module represents**

15 (7.5 ECTs)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

CB343 (prerequisite)

1. **The programmes of study to which the module contributes**

BSc International Business (and associated with a ‘Year in’ programmes)

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Evaluate key theories explaining the core issues in international business

8.2 Apply key theories in understanding historical and contemporary issues in international business and apply them to practice

8.3 Evaluate alternative explanations for core phenomena in international business

8.4 Analyse why firms engage in international operations from a theoretical perspective

8.5 Analyse the growth and decline of multinational operations over time, accounting for the role of the environment

8.6 Evaluate key studies in international business and understand the gaps in the international business literature

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Present a logical case/argument

9.2 Plan work, study independently and use relevant resources

9.3 Structure and develop appropriate and effective communications, critically and self-critically, orally and in writing

9.4 Receive and use criticism and advice so as to learn from others

9.5 Produce work in appropriate formats, demonstrating an understanding of academic conventions

9.6 Inform decision making by theoretical developments

9.7 Conduct a rigorous literature review in the field of International Business

1. **A synopsis of the curriculum**

This module provides a critical introduction to the main theories and debates in *International Business* and uses these theoretical lenses to explain core phenomena in international business.

* Explaining international economic transactions (trade theories, national competitiveness)
* Explaining the existence of MNEs (internalisation theory, eclectic theory, monopolistic advantages)
* Explaining the coevolution of environment and MNEs (institutional theory, resource dependence theory, evolutionary theory, investment development path, product life cycle theory)
* Explaining the growth and decline of MNEs (stages model, market entry/expansion modes)

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

Ball, D.A. and McCulloch W.H. (2012) International Business: The Challenge of Global Competition, 13th Edition, Irwin/ McGraw-Hill, London

Buckley, P. and Casson, M. (2002). The Future of the Multinational Enterprise, Palgrave: Basingstoke

Daniels, J.D., Radebaugh, L.D. and Sullivan, D. (2015) International Business: Environments and Operations, 15th Edition, Pearson Education Limited: Harlow, UK.

Dunning, J. and Lundan, S. M. (2008) Multinational Enterprises and the global economy, Edward Elgar: Cheltenham.

Ghoshal, S. and Westney, D. E. (2005) Organization Theory and the Multinational Corporation, 2nd edition, Palgrave: Basingstoke

1. **Learning and teaching methods**

The module will be taught by lectures, seminars and private study.

Total Contact Hours: 23

Private Study Hours: 127

1. **Assessment methods**
   1. Main assessment methods

This module will be assessed through a combination of coursework (40%) and examination (60%). The coursework is in the form of a literature review on a pre-set topic. The examination is unseen and will last two hours.

13.2 Reassessment methods: examination only, as the first sitting.

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** |  | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* | *9.7* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Independent Study** |  | X | X | X | X | X | X | X | X | X | X | X | X | X |
| **Lectures** |  | X | X | X | X | X |  | X | X | X | X | X | X |  |
| **Seminars** |  | X | X | X | X | X | X | X | X | X | X | X | X | X |
| **Revision session** |  | X | X | X | X | X |  | X | X | X | X | X | X |  |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *Literature Review 3,000 words* | 40% | X | X | X | X | X | X | X | X | X | X | X | X | X |
| *Examination, 2 hours* | 60% | X | X | X | X | X |  | X | X | X | X | X | X |  |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

By its nature, this module focuses on aspects related of the internationalisation of firms and as a result its specific learning outcomes are highly linked to internationalisation.

The content of CB739 incorporates aspects related to the internationalisation of firms in terms of theories, motives, patterns, opportunities, risks, strategies, impact and interaction with the government.

The assessment is also highly related to internationalisation. The literature review requires students to review studies tackling a specific topic in international business. The exam tests the extent to which students have acquired knowledge related to the internationalisation of firms.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 02/02/18 | Major | January 2019 | 1, 3, 8, 9, 11-13 | No |
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