1. **Title of the module**

BUSN6015 (CB6015): International Business in the Digital Economy

1. **Division 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)**

Level 6

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 or Spring

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

CB6005 – Theoretical perspectives of International Business, CB749 – International Business: Modes and Functions, CB343-Global Business Environment

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

BSc International Business and associated courses

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

8.1 Critically demonstrate knowledge and understanding of international business in the digital economy

8.2 Demonstrate knowledge and critical understanding of applying digital knowledge in business internationalisation, management of cross-border business and sustainability issues in international business

8.3 Critically examine the emerging trends in digital economy and their implications for international business.

8.4 Evaluate the effect of the prevailing international business environment in the digital economy on international business decisions.

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

9.1 Select, organise and synthesise complex information

9.2 Draw on concepts, theories and frameworks to construct complex arguments

9.3 Communicate effectively to a variety of audiences and/or using a variety of methods

9.4 Discuss and debate ideas from an informed perspective thereby contributing to (organisational) decision-making

9.5 Propose critical solutions to problems based on cross-cultural analysis and emerging digital context.

1. **A synopsis of the curriculum**

This module examines the role of International Business in the Digital Economy. In light of recent technological advances in the global environment, such as Industry 4.0, we have witnessed the emergence and rise of the ‘Digital Economy’. This is manifested in new, digital strategies, and a shift in the traditional global value chains (GVCs) in an international context. Indicative topics include:

* Globalisation and Digital Economy
* Digital platforms and digital business models in MNEs
* Virtual coordination in global supply chains
* Global risks mitigation through digital economy
* Global Sustainability in digital business
* Future of Work, Big Data and IoT in International Business
* Applications Blockchain technology in international trade and global supply chain
* Artificial Intelligence, Automation and International Business

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

Indicative reading list:

* Tulder, V, Verbeke, A, and Piscitello, L (2018), International Business in the Information and Digital Age (Progress in International Business Research, Vol. 13), Emerald.
* Skilton, M (2016), Building digital ecosystem architectures : a guide to enterprise architecting digital technologies in the digital enterprise (2016), Basingstoke, Hampshire, Palgrave Macmillan
* Banalieva, E. R., & Dhanaraj, C. (2019). Internalization theory for the digital economy. *Journal of International Business Studies*, *50*(8), 1372-1387.
* Brouthers, K. D., Geisser, K. D., & Rothlauf, F. (2016). Explaining the internationalization of ibusiness firms. Journal of International Business Studies, 47(5), 513-534.
* Li, J., Chen, L., Yi, J., Mao, J., & Liao, J. (2019). Ecosystem-specific advantages in international digital commerce. Journal of International Business Studies, 50(9), 1448-1463.

1. **Learning and teaching methods**

Contact hours - 23 hours

Independent study hours - 127 hours

Total learning hours - 150 hours

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

Exam (2 hour) 60%

Group Report (1500 words) 20%

VLE 20%

13.2 Reassessment methods

Exam 100%

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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** |  |  | **X** |
| Lecture | **X** | **X** | **X** | **X** | **X** | **X** |  |  | **X** |
| Seminar | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Exam (2 hour) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Group Report (1500 words) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| VLE | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |

1. **Inclusive module design**

The Division 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**

The core learning in this module centres around internationalisation. This module examines the role of International Business in the Digital Economy. In light of recent technological advances in the global environment, such as Industry 4.0, we have witnessed the emergence and rise of the ‘Digital Economy’. Companies like Uber, Tinder, Amazon and Airbnb have transformed the digital economy on an international level. In this module, students will get the opportunity to analyse the emergence of digital firms and learn the importance of digital analysis in different parts of the world. Through case studies of companies, student will learn how they achieved successes as digital firms in lectures and seminars, we will discuss examples of global digital business models and digital platforms, future of work, and digital supply chains from the perspective of MNEs and other international business enterprises . Assessments in the form of a)Individual report and b) group presentation will revolve around a real-life project using international platform that allows students in the module opportunity to work in virtual teams.

**DIVISIONAL 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 delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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