1. **Title of the module**

BUSN6050 (CB605) European Business *(taught Canterbury)*

BUSN6051 (CB605) European Business *(taught Medway)*

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)**

Level 6

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

30 credits (15 ECTS)

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

Autumn and Spring

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

None

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

BSc International Business and associated programmes;

BBA and associated programmes

BA Business & Management with a Year in Industry

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

8.1 understand the nature and characteristics of the European business environment; specifically the size and structure of European business and the dynamic PESTEL environment;

8.2 examine the historical development of the European Union and analyse its political and institutional framework; specifically the scope and power of the governing institutions;

8.3 identify, analyse and evaluate the impact of EU policies on the operations of European businesses; specifically the Single Market and Single Currency, EU Competition and Social Policies, External Trade Policy, Regional and Industrial Policies;

8.4 analyse and evaluate alternative business strategies used to identify and access EU markets; specifically the use of market intelligence, screening and mode of entry selection;

8.5 examine different European business cultures and analyse alternative management styles; specifically the managing of cultural diversity and management practice within a European business environment.

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

9.1 research and present a formal seminar paper, as part of a small team, inclusive of visual aids and supporting handouts;

9.2 solve business-related problems within a case-study framework;

9.3 research and write a formal report on a European business development topic;

9.4 demonstrate effective communication, orally and in writing, using a range of media which are widely used in business.

9.5 conduct research into business and management issues, either individually or as part of a team

1. **A synopsis of the curriculum**

The curriculum is organised into two parts. Indicative topics are:

Part I: Understanding the European Business Environment

The European Business Environment (PESTEL), History and Development of the EU, Political and Institutional Framework of the EU. Impact of EU policies on business operations: from Single Market to Single Currency, EU Competition and Social Policies, Regional Policy and Industrial Policy, EU Trade Policy.

Part II: Doing Business in the ‘New’ Europe

Formulating a European Business Strategy, Identifying Market Opportunities and Evaluating Modes of Entry. Understanding the impact on business of cultural diversity. Management within a European environment. Finance, Marketing and HRM issues for European Business.

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

Daniels, J., Radebaugh, L. & Sullivan, D. (2012), I*nternational Business, Environments and Operations*. 14th. Ed. London: Prentice Hall.

Deresky, H. (2010), *International Management: Managing across borders and cultures*, 7th. Ed. Harlow: Pearson.

El-Agraa, A. (2011), *The European Union, Economics and Policies*. 9th Ed. Cambridge: Cambridge University Press.

Johnson, D. & Turner, C. (2006) *European Business*. 2nd. Ed. London: Routledge

Johnson, G., Scholes, K. & Whittington, R. (2010), *Exploring Corporate Strategy*. 9th. Ed. London: Prentice Hall.

Kotler, P., Armstrong, G., Saunders, J., & Wong, V., (2013) *Principles of Marketing*, 6th. Edition. London: Prentice Hall.

1. **Learning and teaching methods**

Total contact hours: 43

Private study hours: 257

Total study hours: 300

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

Group Presentation (10%)

Individual Essay (3,000 words) (15%)

Individual Report (3,000 words) (15%)

Exam, 3 hours (60%).

13.2 Reassessment methods

Like-for-like

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* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| **Private Study** | x | x | x | x | x | x | x | x | x | x |
| **Lectures** | x | x | x | x | x |  | x | x |  |  |
| **Seminars** | x | x | x | x | x |  | x | x | x | x |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| *Presentation* | x | x | x | x | x | x |  |  | x | x |
| *Report* | x | x | x | x | x |  | x | x | x | x |
| *Essay* | x | x | x | x | x |  | x |  | x | x |
| *Examination* | 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 and Medway

1. **Internationalisation**

The content, learning outcomes and associated assessments are intrinsically linked to the European business environment.

**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.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Jan 2018