1. **Title of the module**

BUSN6740 (CB674) International Business: A Strategic Perspective

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**

BUSN7390 International Business: Theoretical Insights

BUSN7490 International Business: Modes and Functions

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

BSc International Business and associated programmes

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

8.1 systematically understand and examine advanced theories, tools and concepts in the field of study ‘global strategic management’ given the uncertainty of the global business environment;

8.2 accurately deploy established techniques of analysis and enquiry within the discipline of ‘global strategic management’;

8.3 demonstrate conceptual understanding of an internationalisation strategy by engaging with arguments and ideas which are at the forefront of the ‘global strategic’ management discipline;

8.4 critically evaluate abstract concepts and data, to make judgements about business functions such as finance, production, marketing, supply-chain, sourcing, innovation within the context of a multinational organisation.

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

9.1 comment upon particular aspects of current research, or equivalent advanced scholarship in the social sciences discipline;

9.2 develop skills to critically analyse material by applying methods and techniques they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects;

9.3 demonstrate an ability to plan work, study independently using relevant learning resources;

9.4 communicate effectively to different audiences using appropriate media, frameworks and style;

9.5.develop skills necessary to work effectively in teams and take shared responsibility in groups

1. **A synopsis of the curriculum**

This module examines the issues of global strategic management through the analysis of core strategic imperatives, organisational challenges and managerial implications within the context of a multinational organisation (MNE). This module systematically evaluates different approaches to the internationalisation strategies MNEs undertake and the functional and operational aspects (e.g. finance, value chain management, innovation management, HR management, etc.) on which these strategies impact. Furthermore, this module assesses issues such as global management of change, global risk management, global management of corporate social responsibilities, withdrawal and divestment strategies.

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

Bartlett, C. A. and Beamish P.W. (2014) Transnational Management: Texts, Cases and Readings in Cross-Border Management, Hoboken, NJ: McGraw Hill Education

Dunning, J.H. and Lundan, S.M. (2008) Multinational Enterprises and the Global Economy, Cheltenham: Edward Elgar Publishing

Frynas, J.G. & Mellahi, K. (2014) Global Strategic Management, 3rd edition, Oxford: Oxford University Press

Gooderham, P.N., Grogaard, B., Nordhaug, O. (2013) International Management – Theory and Practice, Cheltenham: Edward Elgar Publishing Limited

Lasserre, P. (2012) Global Strategic Management, 3rd edition, London: Palgrave Macmillan

Rugman, A.M. (eds.) (2009) The Oxford Handbook of International Business, 2nd edition, Oxford: Oxford University Press

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 (20%)

Individual Report (2,500-3,000 words) (20%)

Examination, 3 hour (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* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Lectures | **x** |  |  | **x** | **x** | **x** |  | **x** | **x** |
| Seminars |  | **x** | **x** | **x** |  | **x** |  |  | **x** |
| Independent study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| Group Presentation | **x** | **x** | **x** |  | **x** | **x** |  | **x** | **x** |
| Individual Project | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| Examination | **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**

The concepts of global strategic management, and core consideration on the choice of appropriate international strategy are part and parcel of this module. Multinational enterprises and foreign direct investment are at the centre of current discussions and policy development as a result of the globalisation phenomenon. Key internationalisation dimensions are captured in the module content and delivery, LOs and module assessments. Furthermore, to expose students to working in international and thus multicultural teams they are allocated to work groups in a manner which not only takes multiculturalism into account but embraces it.

**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) |
| 08/02/17 | Major | September 2017 | 6,7,8,9,10,11,12,13,14 | No |
|  |  |  |  |  |

Revised FSO Jan 2018