1. **Title of the module**

BUSN7480 (CB748) International Business Management Project

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 & Spring

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

BUSN6005: International Business: Theoretical Insights. Pass rate 55% in stage 2.

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

BSc (Hons) International Business and associated programmes

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

8.1 Identify and critically analyse an appropriate international business topic on which to write the report

8.2 Integrate the key concepts, theories and issues in international business and appreciate the interdisciplinary nature of the field.

8.3 Demonstrate a further understanding of the role of international activities for various types of firms.

8.4 Analyse the environment in different countries at both the micro and macro levels and investigate the implications for the international strategies and/or operations of firms

8.5 Critically evaluate and interpret information and data sources in an international context.

8.6 Apply International business theory and concepts to justify decisions and demonstrate critical thinking and analytical skills.

8.7 Synthesise material from International Business modules to inform the analysis in the project.

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

9.1 Work autonomously on a substantive piece of research.

9.2 Show initiative in developing an advanced research agenda.

9.3 Work in interdisciplinary areas and draw on current research in adjacent disciplines.

9.4 Engage with current literature to develop novel ideas.

9.5 Communicate complex information, ideas, problems and solutions effectively in writing.

1. **A synopsis of the curriculum**

This module will allow students to work on a substantive piece of research which will allow them to obtain an in-depth knowledge of a particular subject area within the field of International Business. Indicative areas covered are:

* Developing phenomenon-based and/or theory driven research questions in the area of international business
* Literature search and review
* Understanding different research designs used in International Business research projects
* Collection, use and analysis of secondary and primary data
* Preparing and structuring the International Business Project
* Referencing, Citations and Developing writing skills
* Presentation skills

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

Dunning, J. and Lundan, S. M. (2008), *Multinational Enterprises and the Global Economy*, 2nd Edition, London: Edward Elgar

Rugman, A. (2010), *The Oxford Handbook of International Business*, Oxford: Oxford University Press

Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research Methods for Business Students*, 7th ed. Harlow: Pearson.

Sekaran, U. and Bougie, R. (2012), Research Methods for Business, 6th Edition, Chichester: John Wiley and Sons

1. **Learning and teaching methods**

Total contact hours: 20

Private study hours: 280

Total study hours: 300

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

Progress Report (1000 words) (10%)

Individual Presentation (10%)

Individual Report (8000 – 10000 words) (80%)

13.2 Reassessment methods

Reassessment Instrument: 100% project

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* | *8.6* | *8.7* | *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** | **X** | **X** |
| *Lectures/Workshops* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Supervisions* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| *Progress Report* | **X** |  |  |  | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** |
| *Presentation* | **X** |  |  |  | **X** |  | **X** |  | **X** | **X** |  | **X** |
| *Individual Report* | **X** | **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**

Students are encouraged to draw on international case studies and journal articles as part of the research in developing the international business project proposal and report and to relate international theories and concepts in the preparation and development of the report relating to the global aspect of business and management.

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**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) |
| 07/01/2019 | Minor | September 2019 | 6,11,13,17 | No |
|  |  |  |  |  |

Revised FSO Jan 2018