1. **Title of the module**

BUSN7490 (CB749) International Business: Modes and Functions

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**

15 credits (7.5 ECTS)

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

Spring

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

BUSN6005 International Business: Theoretical Insights

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 critically analyse core issues related to the expansion and management of a firm’s operations across international borders;

8.2 critically analyse the choice and design of market entry modes and apply this to practical cases;

8.3 evaluate the key elements of import and export strategies, the role of several types of trading companies in exporting and the role of counter trade in international business;

8.4 critically analyse the management of various types of international collaborative arrangements; discuss the reasons for multinational enterprises to take part in such collaborations; critically analyse various factors that can lead to the failure of international collaborative arrangements; evaluate several strategies that can lead to the success of international collaborative arrangements

8.5 evaluate the management of functional areas in multinational firms (e.g. marketing, human resource management, supply chain management, finance or research and development).

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 work effectively in teams

1. **A synopsis of the curriculum**

This module offers a critical analysis of how multinationals select their target markets and modes of entry and how they manage their various functions in an international context, balancing the needs for global integration and local responsiveness respectively. Indicative topics are:

* Managing the internationalisation process
* Country selection
* Choosing and designing entry modes
* Managing collaborative arrangements
* International marketing
* International human resource management
* International supply chain management
* International finance
* Research and development in an international perspective
* Managing multinationals using electronic commerce
* Managing multinationals responsively

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

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.

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

Hill, C. and Hult, G.T.M. (2017) International Business. Competing in the Global Market, 11th Edition, McGraw-Hill: New York.

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

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

Group Presentation (10%)

Individual Report (2000 words) (20%)

Examination, 2 hour (70%).

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* | *9.6* | *9.7* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |
| *Private Study* | X | X | X | X | X | X | X | X |  | X | X |  |
| *Lectures* | X | X | X | X | X | X |  |  |  | X | X |  |
| *Seminars* | X | X | X | X | X | X | X | X | X | X | X | X |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| *Group presentation* | X | X | X | X | X | X | X | X | X | X | X | X |
| *Individual report* | X | X | X | X | X | X | X | X | X | X | X |  |
| *Examination* | 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**

The content of this module incorporates aspects related to the internationalisation of firms in terms of modes of expansion and functions that need adapting when entering foreign markets. The assessments are also highly related to internationalisation. The group presentation requires students to assess the opportunities and risks that a chosen multinational enterprise may face in a target market and the individual report requires students to explain in depth how a particular function of a chosen multinational enterprise (MNE) needs adapting to the host market to ensure the success of the multinational. The exam tests the extent to which students have acquired knowledge and thoeries related to the way MNEs manage their internationalisation process.

**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) |
| 15/12/2017 | Minor | January 2019 (Spring 2018/19) | 1, 11, 12, 13 | No |
|  |  |  |  |  |

Revised FSO Jan 2018