1. **Title of the module**

BUSN3840 (CB384): The International Business Environment

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 4

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)**

Autumn

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

None

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

BA (Hons) Business & Management

BA (Hons) Business & Management with a Year in Industry

BSc (Hons) Finance and Investment

BSc (Hons) Finance and Investment with a Year in Industry

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

8.1 Demonstrate knowledge of the international business environment by analysing specific real-world examples.

8.2 Understand the complexity and diversity associated with undertaking business internationally.

8.3 Understand the premises of, and risks associated with, international business.

8.4 Understand different approaches for competing internationally, and their advantages and disadvantages.

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

9.1 Explain, and begin to analyse, international business situations.

9.2 Source, select and use effectively relevant information.

9.3 Undertake personal responsibility and self-discipline in studying independently.

9.4 Demonstrate and enhance communication, presentation and teamwork skills.

1. **A synopsis of the curriculum**

The module will cover various aspects of the changing international business environment, and their impact upon business operations and strategy. It will give students an appreciation of the business difficulties faced; the variety of factors influencing the choices and compromises that have to be made in international businesses, and the implications of those for the future viability and effectiveness of the organisations concerned.

An indicative list of topics is given below:

* Globalisation: Definition, Evolution, Implications for countries, firms and people
* The International Business Environment: World Institutions, Patterns of International Trade and FDI Activities
* The Triad: European Union, United States, Japan - Investment, Trade, Relations
* Developing and Emerging Economies: Opportunities and Challenges
* Cultural Frameworks for International Business
* Entry Modes: Theory and Practice
* Internationalisation Theories
* International Expansion Strategies
* International Stakeholders – Ethical Issues

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

Bartlett, C. A., Ghoshal, S. and Birkinshaw. J. (2004). *Transnational management: Text, cases, and readings in cross-border management*. 4th edn. New York: McGraw-Hill/Irwin

Czinkota, M., Moffett, M. and Rokainen, I. (2014). *Fundamentals of International Business*. New York: Wessex Inc.

Griffin, R. W., and Pustay, M. W. (2015). *International Business: A Managerial Perspective.* 8th edn.New Jersey: Pearson Prentice Hall

**Hamilton, L. and Webster, P. (2015). *The International Business Environment*. 3rd edn*.* Oxford:** Oxford University Press

Harrison, A. (2014). *Business Environment in a Global Context.* Oxford: Oxford University Press

Hill, C. W. L. (2016). *International Business: Competing in the Global Marketplace* (Global Edition). New York: McGraw-Hill/Irwin

1. **Learning and teaching methods**

The module will be taught by lectures, seminars and private study.

Total Contact Hours: 21

Private Study Hours: 129

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

Group Presentation – 20 minutes: (20%)

Online VLE Moodle Test: (10%)

Individual report (2500words): (70%)

Students must pass the group assessment to ensure all learning outcomes for this module are successfully completed.

* 1. Reassessment Method

Reassessment will be by 100% coursework

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* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Lectures | X | X | X | X | X |  | X |  |
| Seminars | X | X | X | X | X | X | X | X |
| Independent Study | X | X | X | X | X | X |  | X |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Group Presentation | X | X | X | X | X | X | X | X |
| On-line VLE Moodle Test | X | X | X | X |  | X | X |  |
| Individual Report | 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**

Medway

1. **Internationalisation**

The module will have a particular focus on internationalisation. The lectures and seminars will cover key aspects of the changing international business environment, and their impact upon business operations and strategy. It will give students an appreciation of the business difficulties faced internationally, and the variety of factors influencing the choices and compromises that have to be made in international businesses. The assessment tasks, and the group-based case studies and presentations in particular, will require students to begin to analyse international business situations.

**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) |
| 31/01/2018 | n/a | September 2018 | 1, 7-14, 17 | n/a |
| 28/01/2019 | Major | September 2019 | 12-14 | No |