1. KentVision Code and title of the module

BUSN6005: International Business: Theoretical Insights

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 5

## The number of credits and the ECTS value which the module represents

15 (7.5 ECTS)

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

Autumn

## Prerequisite and co-requisite modules and/or any module restrictions

Prerequisite BUSN3430

## The course(s) of study to which the module contributes

Compulsory to the following courses:

BSc International Business and associated courses

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

8.1 Evaluate key theories explaining the core issues in international business

8.2 Apply key theories in understanding historical and contemporary issues in international business to practice

8.3 Evaluate alternative explanations for core phenomena in international business

8.4 Analyse why firms engage in international operations from a theoretical perspective

8.5 Analyse the growth and decline of multinational operations over time, accounting for the role of the environment

8.6 Evaluate key studies in international business and understand the gaps in the international business literature

## 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.

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 Conduct a rigorous literature review in the field of International Business

## A synopsis of the curriculum

This module provides a critical introduction to the main theories and debates in International Business and uses these theoretical lenses to explain core phenomena in international business.

• Explaining international economic transactions (trade theories, national competitiveness)

• Explaining the existence of MNEs (internalisation theory, eclectic theory, monopolistic advantages)

• Explaining the coevolution of environment and MNEs (institutional theory, resource dependence theory, evolutionary theory, investment development path, product life cycle theory)

• Explaining the growth and decline of MNEs (stages model, market entry/expansion modes)

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 127

Contact Hours: 23

Total:150

## Assessment methods

* 1. Main assessment methods

Literature review – 3000 words (40%)

Examination, 2 hours (60%)

13.2 Reassessment methods

100% exam

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* | *9.7* |
| **Independent Study** | X | X | X | X | X | X | X | X | X | X | X | X | X |
| **Lectures** | X | X | X | X | X |  | X | X | X | X | X | X |  |
| **Seminars** | X | X | X | X | X | X | X | X | X | X | X | X | X |
| **Revision session** | X | X | X | X | X |  | X | X | X | X | X | X |  |

**Module learning outcomes against assessment methods:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* | *9.7* |
| *Literature review 3,000 words* | X | X | X | X | X | X | X | X | X | X | X | X | X |
| *Examination, 2 hours* | X | X | X | X | X |  | X | X | X | X | X | X |  |

Students must achieve a pass in both assessment elements to ensure all learning outcomes have been met.

## Inclusive module design

The Division 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

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

By its nature, this module focuses on aspects related of the internationalisation of firms and as a result its specific learning outcomes are highly linked to internationalisation.

The content of BUSN6005 incorporates aspects related to the internationalisation of firms in terms of theories, motives, patterns, opportunities, risks, strategies, impact and interaction with the government.

The assessment is also highly related to internationalisation. The literature review requires students to review studies tackling a specific topic in international business. The exam tests the extent to which students have acquired knowledge related to the internationalisation of firms.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised(if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
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