1. KentVision Code and title of the module

BUSN7490: International Business: Modes and Functions

## 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)

6

## 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)

Spring

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

None

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

Compulsory to the following courses:

BSc International Business and associated programmes

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

1. critically analyse core issues related to the expansion and management of a firm’s operations across international borders;
2. critically analyse the choice and design of market entry modes and apply this to practical cases;
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;
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
5. evaluate the management of functional areas in multinational firms (e.g. marketing, human resource management, supply chain management, finance or research and development).
6. The intended generic learning outcomes.  
   On successfully completing the module students will be able to:
7. present a logical case/argument
8. plan work, study independently and use relevant resources
9. structure and develop appropriate and effective communications, critically and self-critically, orally and in writing
10. receive and use criticism and advice so as to learn from others
11. produce work in appropriate formats, demonstrating an understanding of academic conventions
12. inform decision making by theoretical developments
13. work effectively in teams
14. 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

## 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: 128

Contact Hours: 22

Total: 150

## Assessment methods

* 1. Main assessment methods

Group Presentation (10%)

Individual Report (2000 words) (20%)

Examination, 2 hour (70%).

13.2 Reassessment methods

100% examination

## 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 | 9.1 | 9.2 | 9.3 | 9.4 | 9.5 | 9.6 | 9.7 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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** |

**Module learning outcomes against assessment methods:**

| **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 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *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** |  |

## 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

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.

**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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