1. **Title of the module**

PREM6005 (LA530) Fundamentals of International Business

1. **School or partner institution which will be responsible for management of the module**

Centre for English and World Languages (CEWL)

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 Term

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

Co-requisite: PREM6008 - International Business: Extended Study

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

Pre-Masters Graduate Diploma in Business, Management and Finance

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
   1. understand and evaluate key theories concerning historical and contemporary issues in international business and consider their application in practice
   2. evaluate alternative explanations for recognised phenomena in international business
   3. critically analyse why organisations engage in international ventures from a theoretical perspective
   4. explain some of the challenges to the development of Multinational Enterprises (MNEs)
   5. account for the impact of environmental issues on the growth and decline of multinational operations over time
2. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**
   1. select and synthesise complex information from a variety of sources
   2. structure and express coherent arguments using relevant concepts and theories in support
   3. communicate effectively orally and in writing
   4. acknowledge and respond to feedback in a positive and constructive way
   5. demonstrate effective time management skills
   6. work well independently
3. **A synopsis of the curriculum**

This module provides a critical introduction to the main theories and debates in *International Business* and uses these theoretical approaches to explain core phenomena in international business. Among the areas that will be considered are: international economic transactions, including trade theories and national competitiveness; key theories in relation to MNEs, including internationalisation and eclectic theories, and monopolistic advantages; the international business environment including institutional theory, resource dependence and evolutionary theory; an analysis of the growth and decline of MNEs, including stages model, network theory, market entry/expansion modes.

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

* Ball, D.A. and McCulloch W.H. (2012) *International Business: The Challenge of Global Competition*. 13th Edition. London: Irwin/ McGraw-Hill.
* Buckley, P. and Casson, M. (2016). *The Future of the Multinational Enterprise*. Basingstoke: Palgrave.
* Dunning, J. and Lundan, S. M. (2008) *Multinational Enterprises and the global economy*. Cheltenham: Edward Elgar.
* Ghoshal, S. and Westney, D. E. (2000) *Organization Theory and the Multinational Corporation*. 2nd edition. Basingstoke: Palgrave
* Radebaugh, L.D., D.P. Sullivan and Daniels, J.D. (2016) *International Business: Environments and Operations* 15th Edition. Upper Saddle River: Pearson Prentice Hall.

1. **Learning and teaching methods**

Total contact hours: 33

Private study hours: 117

Total study hours: 150

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

Assessed Seminar (20 minutes) (20%)

Case Study Analysis (1800 words) (40%)

Case Study (1800 words) (40%)

13.2 Reassessment methods

Reassessment instrument: 100% exam

1. ***Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)***

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| **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* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** |  |  |  | **x** | **x** | **x** |
| *Lectures* | **x** | **x** | **x** | **x** | **x** |  |  | **x** |  |  |  |
| *Seminar/workshops* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |
| *Assessed seminar* | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** | **x** | **x** | **x** |
| *Essay* |  | **x** | **x** | **x** |  | **x** | **x** | **x** | **x** | **x** | **x** |
| *Case Study Analysis* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

1. **Inclusive module design**

The Centre 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 module intrinsically has an international focus, and issues concerning the problems facing MNEs will be considered from various international perspectives, for example, the issues facing SE Asian companies hoping to establish a foothold within Western countries as well as vice versa. Students will be encouraged to consider the challenges to global transactions in the light of an altering political landscape and shifting economic and political allegiances.

**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) |
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Revised FSO Jan 2018