1. KentVision Code and title of the module

BUSJ9360: Business in an International Perspective

1. **Division 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 7

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**

None

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

MSc International Business and Management; MSc Finance and Management

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**
   1. identify the main differences between domestic business and business in an international perspective;
   2. review the main implications of globalisation on countries, companies and consumers;
   3. define and explain main concepts in international business such as “multinational corporation”, “internationalisation process”;
   4. recognise the major ideas and theories from international business and apply these to selected real world cases;
   5. identify the main screening tools in choosing a target market for internationalisation;
   6. review the main modes of entry in a foreign market, their advantages and disadvantages and the factors that influence the choice of one mode or another;
   7. identify and explain the role and impact of international organisations on international business;
   8. analyse the connections between the various dimensions of international business activity such as international finance, international trade, government-business relations, international HRM and international operations;
   9. use the analytical tools provided in analysing data and making decisions for practical issues such as: choosing an entry mode into a country, choosing the marketing strategy for a certain product in a given market;

8.10 discuss and evaluate contemporary issues in international business such as the impact of terrorism on international business, the impact of trade wars on multinationals, the recent failures of corporate governance.

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

9.1 negotiate and work with peers;

9.2 work under own initiative;

9.3 work with others;

9.4 take a synoptic view of business;

9.5 address problems;

9.6 present a logical case/argument

1. **A synopsis of the curriculum**

The aims of the module are to:

• Develop an appreciation of the complexity and diversity associated with doing business internationally.

• Provide an overview of the major theories and concepts which have been developed by academics and practitioners in order to understand the international business arena.

• Offer some practical solutions to the problems faced by the international business community.

• Derive insights which will enable students to effectively play part in managing resources across national boundaries within their organisation, at present or in the future.

Business in an International Perspective is an exploration of an area that is highly topical within the practice of management and scholarly research. The chances are high indeed that, at some time during their career, today’s MSc graduates will work for an international organisation, an international market research company or a multinational enterprise. The notion of purely domestic organisation is becoming more and more difficult to substantiate. The module adopts an analytical and critical perspective to the somewhat prescriptive literature which is associated with this contentious problem area.

Indicative topics addressed in this module are:

• International business and international trade theory

• Cultural factors and their impact on business, including human resource management

• Risk analysis, country risk and the consequences for trade and investment

• Government-business relations and market regulation

• International organisations and international business: GATT/WTO and multilateral trade issues

• The world financial environment and the multinational finance function: foreign exchange markets, business implications of exchange rate changes

• Corporate social responsibility and the impact of international business on various stakeholders

1. **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).

1. **Contact hours**

Total contact hours: 22

Private study hours: 128

Total study hours: 150

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

VLE Test (20%)

Group Report (3500 words) (20%)

Examination, 3 hours (60%).

13.2 Reassessment methods

Reassessment Instrument: 100% exam.

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

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

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6.* | *8.7* | *8.8* | *8.9* | *8.10* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| Lectures and videos | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  |  |  | **X** |  |
| Seminars and case studies | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |  | **X** | **X** |  |
| Private Study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

**Module learning outcomes against assessment methods:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| VLE Test | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** |
| Group Project | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Examination | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |  | **X** | **X** | **X** |

1. **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

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Internationalisation is reflected in the learning outcomes, content and assessment which include a focus on business theories and practice in both domestic and international environments.

**DIVISIONAL 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) |
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