

UNIVERSITY OF KENT

MODULE SPECIFICATION TEMPLATE

SECTION 1: MODULE SPECIFICATIONS

1. **Title of the module**

International Business II (CB749)

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

Kent Business School

3. **Start date of the module**

January 2017

4. **The number of students expected to take the module**

80

5. **Modules to be withdrawn on the introduction of this proposed module and consultation with other relevant Schools and Faculties regarding the withdrawal**

CB523

6. **The level of the module (e.g. Certificate [C], Intermediate [I], Honours [H] or Postgraduate [M])**

H

7. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

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

Spring

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

International Business I as a pre-requisite

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

BSc International Business; BSc International Business with Year in Industry; BSc International Business with Year Abroad

11. **The intended subject specific learning outcomes**

By the end of this module, students will be able to:

11.1	Critically analyse core issues related to the expansion and management of a firm's operations across international borders.
11.2	Critically analyse the choice and design of market entry modes and apply this to practical cases
11.3	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
11.4	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
11.5	Evaluate the management of functional areas in multinational firms (e.g. marketing, human resource management, supply chain management, finance or research and development).

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12. The intended generic learning outcomes

By the end of this module, students will be able to demonstrate:

12.1	The ability to present a logical case/argument
12.2	The ability to plan work, study independently and use relevant resources
12.3	The ability to structure and develop appropriate and effective communications, critically and self-critically, orally and in writing
12.4	The ability to receive and use criticism and advice so as to learn from others
12.5	The ability to produce work in appropriate formats, demonstrating an understanding of academic conventions
12.6	The ability to inform decision making by theoretical developments
12.7	The ability to work effectively in teams

13. 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.

- 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

14. Indicative Reading List

Daniels, J.D. and Radebaugh, L.D. (2013) *International Business: Environments and Operations*, 14th Edition, Upper Saddle River: Pearson Prentice Hall

Ball, D.A. and McCulloch W.H. (2012) *International Business: The Challenge of Global Competition*, 13th Edition, London: Irwin/ McGraw-Hill

Hill, Ch. (2012) *International Business. Competing in the Global Market*, 9th Edition, London: Irwin/ McGraw-Hill

15. Learning and Teaching Methods, including the nature and number of contact hours and the total study hours which will be expected of students, and how these relate to achievement of the intended module learning outcomes:

The module will be organised in lectures and seminars dealing with topical as well as 'classical' case studies. Students will be encouraged to work first individually and then work effectively in groups to prepare for the class and to participate actively in seminars.

In both lectures and seminars, practical solutions to practical cases will be sought by concomitantly applying the relevant theories, concepts and approaches.

Videos, case studies, presentations and debates will be the main teaching methods employed in both lectures and seminars.

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	Hours	Subject LOs	Generic LOs
Lectures	11	11.1-11.5	12.1; 12.4;12.5; 12.6
Seminars	11	11.1-11.5	12.1-12.7
Independent study	128	11.1-11.5	12.1-12.7
Total hours	150		

16. Assessment methods and how these relate to testing achievement of the intended module learning outcomes

This module will be assessed through a combination of coursework (30%) and examination (70%). The coursework will consist of an individual report (20%) and a group presentation (10%).

For the group presentation, students will present in groups of four – five, with the presentation lasting a maximum of 15 minutes with five minutes afterwards for questions and answers. Students will be marked as a group. To prevent the free rider problem, each group will have to submit a detailed diary showing each person's contribution to the group task. In the event of a group dispute, it is possible that differential marks will be awarded across the group based on information in the group diary.

The individual report will consist of a consultancy report in which each student investigates the operations of a chosen multinational in a chosen foreign market and, focusing on a specific function (i.e. marketing, human resource management, supply chain management, etc.) they recommend measures to align better the multinational's functional approach with the chosen market.

These assignments will constitute the building blocks for the examination, as they encourage critical analysis at business function level, whilst demonstrating the ability to apply theories to answer specific questions, including case study based questions.

The examination will consist of two essay type questions to choose from a selection of four.

	Weighting	Subject LOs	Generic LOs
Examination (2 hours, unseen)	70%	11.1-11.5	12.1, 12.2, 12.3, 12.5, 12.6
Individual report (1,500-2,000 words)	20%	11.1-11.5	12.1-12.6
Group presentation	10%	11.1-11.5	12.1-12.7

17. Implications for learning resources, including staff, library, IT and space

None.

18. The School recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching. Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the University's disability/dyslexia support service, and specialist support will be provided where needed.

19. Campus(es) where module will be delivered:

Canterbury

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SECTION 2: MODULE IS PART OF A PROGRAMME OF STUDY IN A UNIVERSITY SCHOOL

Statement by the School Director of Learning and Teaching: "I confirm I have been consulted on the above module proposal and have given advice on the correct procedures and required content of module proposals"

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Director of Learning and Teaching

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Date

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Print Name

Statement by the Head of School: "I confirm that the School has approved the introduction of the module and, where the module is proposed by School staff, will be responsible for its resourcing"

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Head of School

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Date

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Print Name