

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	Business Management: International Business Business Management: Entrepreneurship
FHEQ Level:	6
Course Title:	Managing the Multinational Corporation
Course Code:	INB 6102
Total Hours:	160
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credits:	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

This is a final course for International Business students. It provides a managerial perspective into managing the structure and operations of multinational corporations (MNCs) in the global business environment. Major managerial issues are studied from the MNC's perspective and the problems of planning and executing business strategies on a global scale are analysed. A project in International Business is required.

Prerequisites:

MGT 5200 Research Methods and Data Analysis

Aims and Objectives:

By the end of the course students should be able to

- Explore and analyse the macro environment in which international business is conducted.
- Examine the MNC from a strategic and functional standpoint.

Programme Outcomes:

Business Management: International Business: A1-5, B1-3, C1-2, D1-5

Business Management: Entrepreneurship: A1, A3, A4, A5, B1-4, C1-2, D1-5

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

Upon completion of this course, a successful student should be able to

Knowledge and Understanding

- Understand the nature and context of international business and its development
- Understand the legal and ethical issues at the international level
- Gain a practical insight into the management of international business and to be able to apply the skills learnt.

Cognitive Skills

- Evaluate statements in terms of evidence,
- Define terms adequately and to generalise appropriately.
- Apply ideas and knowledge to a range of business and other situations.

Practical and/or Professional Skills

- Engage as team members in group work that will require intellectual, reflexive and aesthetic applications within the framework of a case study based portfolio

Key Skills

- Effective oral and written communication skills in a range of traditional and electronic media.

Indicative content:

- The drivers of globalisation
- International Trade
- Is Globalisation Good
- Cost Pressures
- MNC strategies
- Business Development strategies

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course conducts an effective and flexible teaching approach in accordance with students' learning progress throughout the semester. Weekly lectures will be engaged to demonstrate essential, sufficient and structured information of each topic. Every lecture slot is followed by one seminar scheduled for group discussions/presentations which are relevant to weekly topics. Students are strongly encouraged to study reading lists ahead of lectures and preview group exercises ahead of seminars. The course will be taught using a variety of methods including lectures, directed reading, case studies analysis, back-to-back class activities and weekly tasks, video-clips and class discussions, weekly class-activities, team-based project work.

Indicative Text(s):

Collinson, S., Narula, R., Qamar, A. and Rugman, A.M. (2020). International business. Hoboken: Pearson

Czinkota, M.R., Ronkainen, I.A. and Suraksha Gupta (2021). International business. New York, Ny ; Cambridge: Cambridge University Press.

Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2015). International business: environments and operations. 15th ed. Harlow: Pearson Education Ltd.

Deresky, H. (2017). International management : managing across borders and cultures; text and cases. Boston, Mass. U.A.: Pearson.

Jansson, H. (2020). International business strategy in complex markets. Cheltenham, Uk: Edward Elgar Publishing.

Hill, C.W.L, 2022. ISE International Business: Competing in the Global Market Place.

Gooderham, P.N., Birgitte Grøgaard and Foss, K. (2019). Global strategy and management : Theory and practice. Cheltenham: Edward Elgar Publishing Limited.

Verbeke, A. (2021). International Business Strategy : rethinking the foundations of global corporate success. : Cambridge: Cambridge University Press.

Recommended Reading:

The Competitive Advantage of Nations by Michael E. Porter

Total Global Strategy II ,2nd Edition, (Paperback) by George S. Yip

Managing Across Borders: The Transnational Solution, 2nd Edition (Hardcover)

by Christopher A. Bartlett and Sumantra Ghoshal

Journals:

The International Journal of Operations and Production Management
The International Journal of Service Industry Management

The Journal of Operations Management.

Websites:

www.globalpolicy.or

g www.unctad.org
www.cia.gov
www.wto.org
www.ita.doc.gov/tradesta
ts www.worldbank.com
www.eiu.com
www.ciafactbook.com
www.infoexport.gc.ac
www.businessweek.com

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	