COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	BA International Business Management
***FHEQ* Level:**	5
Course Title:	International Trade and Investment
Course Code:	BUSM 5103
Total Hours:	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

This course provides a comprehensive and practical understanding of businesses international operation through trade, licensing, and investment. It explores the framework and practices that underpin the global movement of goods, services, and capital. The module adopts a business-focused approach, examining how firms operate in the international environment, and make strategic decisions regarding trade, international expansion, investment, and financing whilst managing the associated risks and opportunities

Prerequisites:

40 Credits

Aims and Objectives:

- To equip students with a critical understanding of the concepts underpinning international trade and investment.
- To develop students' ability to evaluate and apply relevant analytical tools and frameworks to real-world business scenarios deciding whether trade of goods (or services), licensing/franchising or outright acquisition (including FDI) are the adequate alternatives for international expansion.
- To understand the financial implications that might limit or condition commercial and business decisions.
- To enhance students' awareness of the ethical, social, and environmental dimensions of international trade and investment.

Programme Outcomes:

A5II, B5I, C5II, D5I

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:

By the end of this course, successful students should be able to:

Course Learning Outcomes	**Programme Outcomes**
Critically understand the international trade environment and the implications of business decisions based on the provision of goods or services internationally including foreign direct investment.	A.5. (ii)
Demonstrates a critical understanding of the constraints that businesses have on their international expansion including its financing	B.5.(i)
Demonstrates capability to deliver work with limited supervision and can draw critical conclusions by using a variety of sources critically.	C.5.(ii)
Critically reflect on the ethical considerations and sustainability challenges associated with international business operations.	D.5.(i)

Indicative Content:

- Introduction to international trade: Basic trade concepts regarding international (e.g., GATT, GATS, TRIMS, TRIPS) and regional agreements (eg EU, USMCA, MERCOSUR, ASEAN) and their implications for businesses.
- Modes of entry into foreign markets: Exporting, licensing, franchising, strategic alliances, joint-ventures and mergers and acquisitions.
- Financing international expansion: project finance, trade finance, syndicated loans, international issuance of bonds and equity.
- Managing international trade and investment: Risk management, foreign exchange risk, international logistics and supply chain management, cross-cultural negotiation.
- Contemporary Issues in International Trade and Investment: the impact of technology, sustainable development, and ethical considerations.

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 will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Chuah, J. (2023) *Law of international trade: Cross-border commercial transactions (7th ed.)*. London: Sweet & Maxwell, Thomson Reuters.

Feenstra, R. C., & Taylor, A. M. (2020). *International trade* (5th ed.). Worth Publishers.

Hill, C. W. L., (2023). *Global business today* (2024 release). McGraw-Hill Education.

Rowbotham, J. (2025) *Managing international trade risk: Customs, revenue and VAT compliance*. Abingdon: Informa Law from Routledge.

Sanati, G. (2024) *International Trade Finance and forex operations: Theory and application*. Abingdon, Oxon: Routledge.

Singham, S. and Abbott, A.F. (2023) *Trade, competition and Domestic Regulatory Policy: Trade liberalisation, competitive markets and property rights protection*. Abingdon, Oxon: Routledge.

Wild, J. J. and Wild, K. L.(2023). *International business: The challenges of globalization* (Global ed.). Harlow: Pearson.

Journals

The International Trade Journal.

Emerging Markets Finance and Trade.

Websites

World Trade Organization (WTO). Available at: www.wto.org (Accessed: November 2024)

International Monetary Fund (IMF). Available at: www.imf.org (Accessed: November 2024)

United Nations Conference on Trade and Development (UNCTAD). Available at: unctad.org (Accessed: November 2024)

Department for International Trade (DIT). Available at: www.gov.uk/government/organisations/department-for-international-trade (Accessed: November 2024)

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Dec 2024	