

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Business and Economics
Programme:	BA (Hons) degree in Business Administration Combined Studies
FHEQ Level:	6
Course Title:	Managing the Multinational Corporation
Course Code:	INB 6215
Course Leader:	Inma Ramos
Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall/Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 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: MTH 4120, INB 6200, INB 6205

Aims and Objectives:

By the end of the course students should be able to

To explore and analyse the macro environment in which international business is conducted.

To examine the MNC from a strategic and functional standpoint.

Programme Outcomes

A1, A3, A4, A5

B1, B2, B3, B4
C1, C2
D1, D2, D3, D4, D5

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

1. To understand the nature and context of international business and its development
2. To understand the legal and ethical issues at the international level
3. To gain a practical insight into the management of international business and to be able to apply the skills learnt.

Cognitive Skills

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

Practical and/or Professional Skills

1. 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

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

Indicative content

1. The drivers of globalisation
2. International Trade
3. Is Globalisation Good
4. Cost Pressures
5. MNC strategies
6. Business Development strategies

Assessment

This course conforms to the University Assessment Norms as approved at Academic Board.

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.

Bibliography:

Indicative Text(s):

International Business: Competing in the Global Marketplace (Paperback) by Charles W.L. Hill (Author) 7th edition

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

- Brand Failures: The Truth about the 100 Biggest Branding Mistakes of All Time, by Matt Haig. Published by Kogan Page Publishers, 2003

Journals:

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

Websites:

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

Please Note: The core and the reference texts will be reviewed at the time of designing the

semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry