

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Business Management: International Business
FHEQ Level:	5
Course Title:	Foreign Trade and Investment
Course Code:	INB 5101
Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course familiarizes students with the most important practical and legal aspects of foreign trade and cross-border investment as it relates to international businesses. The first part of the course provides an introduction to the main theories of international trade for business; this includes exploring the financing, insurance, documentation, goods handling, and transportation related to export and import contracts. The second part provides a practical overview of international cross-border investment, including the different methods of establishing and funding a subsidiary abroad.

Prerequisites:

ECN 4110 Introduction to Macroeconomics and MGT 4100 Introduction to Management

Aims and Objectives:

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

- To explore the various ways firms can engage in international trade and investment
- To determine the best methods for establishing international operations, including cross-border subsidiaries

Programme Outcomes:

Business Management: International Business: A1, A3, A4, A5, B1, B2, B3, B4, C1, C2, D1, D2, D3, D4, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the 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:

- Understand the detailed requirements involved in managing foreign trade and investment.
- Understand the customs procedures involved in different modes of transportation.
- Understand the foreign exchange and investment procedures, as well as how to mitigate risk.
- Explore the methods of cross-border investment which firms can use to expand abroad.
- Explore and analyse the strategic aspects involved in international trade.

Indicative Content:

- Introduction to international trade and commerce
- Trade and investment in the global economy
- International trade in goods and services
- International investment by multinationals and methods of market entry
- Export and importing logistics and insurance
- The multilateral trade system and framework for dispute resolution
- The international investor protection framework

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:

The course will be taught using a wide variety of methods including lectures, directed and undirected reading, case studies, videos, project work and class discussions. When possible, student visits will be made to the *Baltic Exchange* and to *Lloyds of London* to allow students to experience the methodologies and practices that these bodies employ in helping the flow of goods and services around the world.

Indicative Text(s):

Charles L. Hill (2021), *International Business*, 13th edition, McGraw-Hill

Alan Branch, *Export Management and Practice*, Thomson Business Press

Recommended Reading:

- Crafts, N. (2016), “The Growth Effects of EU Membership for the UK: A Review of the Evidence. Warwick CAGE Working Paper No.280.
- Croners’ Guide for Exporters.
- Deardorff, A.V. (2005): “How Robust is Comparative Advantage”, Review of International Economics, 13 (5): 1004-1016.
- Exporters’ Checklist. Twells. H. LLP. 2nd Edition 1995
- Faeth, I. (2009): “Determinants of foreign direct investment – a tale of nine theoretical models”, *Journal of Economic Surveys*, 23: 165–196.
- Helpman, E. (2006): “Trade, FDI and the Organization of Firms,” NBER Working Paper, No. 12091, Cambridge, MA: National Bureau of Economic Research.
- International Trade Manual. British Chamber of Commerce. Butterworth and Heinemann, 2000.
- Rodrik, D. (2016): “Premature deindustrialization” *Economic Growth*, 21 (1): 1-33

Required Cases (Indicative, subject to change):

- Brazil vs. the U.S. at the WTO, The US-Brazil Cotton Subsidy Dispute (2013)
- Renault’s Logan Car: Managing Customs Duties for a Global Product (2008)

Journals

The Economist
Business Week
Trade Finance Review
Financial Times
Wall Street Journal

Web Sites

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
Various updates as part of the UG programme review	AB JAN 2022	
Revision – annual update	May 2023	