

## STUDENT AND ACADEMIC SERVICES



University of the  
West of England

### MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Multinationals in the Domestic and Global Context				
Module Code	UMSD9F-15-3	Level	3	Version	1.1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Strategy and International Business		
Department	BBS, Business and Management	Module Type	Standard		
Contributes towards	BA (Hons) International Business; BA (Hons) International Business Management; BA (Hons) Business and Management				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	N/A		
First CAP Approval Date	QMAC Dec 11	Valid from	September 2012		
Revision CAP Approval Date	2 February 2016	Revision with effect from	September 2016		

<b>Review Date</b>	September 2018
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>- Assess current research on Multinationals on a variety of topics (Components A and B)</li> <li>- Compile and assess a set of readings on a specific topic related to Multinationals (Components A and B))</li> </ul> <p>In addition the educational experience may explore, develop, and practise but not formally discretely assess the following:</p> <ul style="list-style-type: none"> <li>- Skills in independent learning, group work, discussion and debate (developed through seminar activities within module).</li> </ul>
Syllabus Outline	<ul style="list-style-type: none"> <li>- The Political and Policy Environment</li> <li>- Multinationals and Phases of Globalisation</li> <li>- International Institutions and International Business</li> <li>- Public Policy</li> <li>- Multinationals and Strategy</li> <li>- Emerging Challenges</li> <li>- International Business in Transition</li> <li>- Capital Flows, Capital Controls and International Business Risk</li> <li>- Corporate Social Responsibility</li> <li>- Environmental Policies and MNE</li> </ul>

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<p>Contact Hours/Scheduled Hours</p>	<p>Contact will 3 hours per week achieved through a mixture of lectures and seminars. Students can expect direct contact with the module leaders and members of his/her teaching team through regular office hours. This will offer students an opportunity to clarify and further explore issues directly related to the material presented in the module and, potentially, further afield. The teaching team combines extensive personal experience in some of the countries in question and through their research on matters directly relevant to the module content itself.</p>																																			
<p>Teaching and Learning Methods</p>	<p>Teaching strategy – This module will be taught by lectures, class exercises and through discussion of case studies.</p> <p>Learning strategy – In seminars, through the use of key academic readings and case studies, students will be presented the opportunity to learn alone and in conjunction with other students led by academics. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation. Through deep and sustained reflection on the part of students, they will enhance their intellectual faculties and hone their analytical skills which will bear directly, both on their understanding of the course content and, critically, on their later performance in their work environment</p> <p>On the notional basis of a 10:1 ratio of student study hours to credit value, students should be engaged in the learning process for 150 hours. Of this, 36 hours will take place in lectures and seminars, the remaining will take place outside of these contexts in time devoted to reading the assigned readings and the answering of questions seminars, assignment preparation and revision for the exam.</p>																																			
<p>Key Information Sets Information</p>	<table border="1" data-bbox="483 1021 1394 1411"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;">15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table border="1" data-bbox="595 1812 1287 2045"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	50%	Coursework assessment percentage	50%	Practical exam assessment percentage	0%		100%
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<p>Reading Strategy</p>	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely.</p> <p>Students will be directed towards the university study skills website, mySkills, as appropriate. Students will be encouraged to use Blackboard resources referred to in the module handbook.</p> <p><b>Essential reading</b></p> <p>Rugman, Alan M. (ed.) (2009) <i>The Oxford Handbook of International Business</i>. 2<sup>nd</sup> Edition. Oxford: Oxford University Press</p> <p><b>Further reading</b></p> <p>Some Further Reading will be required to supplement the set textbook. The purpose is to ensure students are fully engaged with current research, classic works, and material specific to their interests and assignment from the academic – often journal – literature. Suggested further reading by topic will be indicated in the module handbook/outline provided at the start of the module. However students are also expected to employ their own initiative and discretion in selecting appropriate further reading that will support their study; this will be particularly important for the successful completion of the coursework component of the assessment. Examples of further readings would be from academic journals such as the <i>Journal of International Business Studies</i>, <i>International Business Review</i>, <i>Thunderbird International Business Review</i>, <i>Journal of World Business</i>, <i>Management International Review</i>, <i>Transnational Corporations</i>, <i>World Development</i> and <i>World Economy</i>.</p>
<p>Indicative Reading List</p>	<p>Buckley, P. (ed.) (2004) <i>What is International Business?</i> Basingstoke: Palgrave Macmillan</p> <p>Buckley P. and Casson, M. (1976) <i>The Future of the Multinational Enterprise</i>. Basingstoke: Macmillan</p> <p>Chandler, A.D. and Mazlish, B. (eds.) (2005) <i>Leviathans: Multinational Corporations and the New Global History</i>. Cambridge: Cambridge University Press</p> <p>Dicken, P. (2007) <i>Global Shift: Mapping the Changing Contours of the World Economy</i>, 5<sup>th</sup> Edition. London: Sage</p> <p>Dunning, J. (2008) <i>Seasons of a Scholar: Some Personal Reflections of an International Business Economist</i>. Cheltenham: Edward Elgar</p> <p>Dunning, J. and Lundan, Sarianna M. (2008) <i>Multinational Enterprises and the Global Economy</i>, 2nd Edition. Cheltenham: Edward Elgar</p> <p>Ibeh, K and Davies, S. (2009) <i>Contemporary Challenges to International Business</i>. Palgrave Macmillan, Basingstoke</p> <p>Jones, G. (2000) <i>Merchants to Multinationals</i>. Oxford: Oxford University Press</p> <p>Jones, G. (2005) <i>Multinationals and Global Capitalism</i>. Oxford: Oxford University Press</p> <p>Piekkari, R. and Welch, C. (2005) <i>Handbook of Qualitative research methods for international business</i>. Cheltenham: Edward Elgar</p> <p>Rugman, A.M. (ed.) (2009) <i>The Oxford Handbook of International Business</i>. 2nd Edition. Oxford: Oxford University Press</p> <p>United Nations Conference on Trade and Development (2008) <i>World Investment Report 2008</i>. Geneva and New York: United Nations [www.unctad.org/wir]</p>

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Part 3: Assessment		
Assessment Strategy	<p>Controlled conditions: A written exam (2 hours) assesses students' depth and breadth of understanding of the material.</p> <p>Coutsework: A 2000 word essay provides students with an opportunity to delve into a particular aspect of the module in depth.</p>	
Identify final assessment component and element	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	50%	50%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) Description of each element	<b>Element weighting</b>	
1. 2 hour exam	100%	
<b>Component B</b> Description of each element	<b>Element weighting</b>	
1. 2000 word essay	100%	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) Description of each element	<b>Element weighting</b>	
1. 2 hour exam (final assessment)	100%	
<b>Component B</b> Description of each element	<b>Element weighting</b>	
1. 2000 word essay	100%	
If a student is permitted a <b>RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.		