

MODULE DESCRIPTOR

TITLE	Multinational Enterprises and Inward Investment
SI MODULE CODE	44-5098-00S
CREDITS	20
LEVEL	5
JACS CODE	N120
SUBJECT GROUP	International Business and Business Economics
DEPARTMENT	Management
MODULE LEADER	Andrew Johnston

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		164	200

MODULE AIM

The aims of this module are to examine multinational firms and the inward investment process in order to:

1. develop knowledge and understanding of the role and importance of foreign owned multinationals in the world economy;
2. develop knowledge and understanding of the main principles underpinning multinational firms' foreign investment and location decisions;
3. develop a critical understanding of the issues associated with attracting foreign multinationals into the economy.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

- 1 Understand why firms internationalise their operations and appreciate the place of foreign direct investment within the wider spectrum of international 'entry modes';
- 2 Understand theories of foreign direct investment and apply them to the analysis of case studies and/or real world firms;
- 3 Critically evaluate the attractiveness of the host economy, and specific host regions, as an investment location for multinational enterprises;
- 4 Critically analyse the economic impact of foreign-owned multinationals on the host economy.

INDICATIVE CONTENT

1. The Multinational Firm
2. Foreign Direct Investment - theories, motives, subsidiary roles and value chain activities
3. Patterns of Foreign Direct Investment
4. Entry Strategies
5. Public Policy, Political Economy and Multinational Firms
6. National Competitiveness
7. Investment Promotion and Place Marketing

8. Multinational Firms and the Local Economy
9. Multinational Firms, Knowledge Spillovers and Technology Transfer
10. Multinational Firms and the Labour Market

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

Lectures will be used to present the main topics, relevant theory and appropriate data and case studies to give a grounding in each topic. The seminars will be based around class discussion of lecture material, examining case-studies, watching and discussing relevant videos, debating ideas and analysing reports and statistics.

A thorough reading list for each topic will be provided in order to assist with self-direct study as well as links to electronic resources such as data, case-studies and relevant reports.

Assessment of the module is through two tasks. The first task, an individual report, is designed to allow the students to apply theoretical concepts to understand and evaluate real world situations. The exam is designed to test the students' ability to recall and utilise relevant theories and concepts to answer a specific question.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Individual Report	CW	40	2000 words	N
2	Exam	EX	60	2 hours	N

FEEDBACK

Students will receive feedback on their performance in the following ways

Formative feedback in the seminars; summative feedback no more than 3 weeks after hand in of the report.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Key Text:

Dunning, J H & Lundan, S M (2008) 'Multinational Enterprises and the Global Economy' (Second Edition) Edward Elgar: Cheltenham

UNCTAD (2012) World Investment Report

Available to download at <http://www.unctad-docs.org/files/UNCTAD-WIR2012-Full-en.pdf>

UKTI (2012) Inward Investment Report 2011/12

Available to download at <http://www.ukti.gov.uk/investintheuk/investintheukhome/item/344900.html>

Supplementary Textbooks:

Caves, R E (1996) 'Multinational Enterprise and Economic Analysis' Cambridge: Cambridge University Press

Dicken, P (2007) 'Global Shift: Mapping the Contours of The World Economy' (Fifth Edition) London: Sage Publications Ltd

Jensen, N M (2006) 'Nation-States and The Multinational Corporation' Princeton: Princeton University Press

Loewendahl, H (2001) 'Bargaining with Multinationals' Basingstoke: Palgrave

Navaretti, G B & Venables, A J (2004) 'Multinational Firms in the World Economy' Princeton, New Jersey: Princeton University Press

Morgan, G; Kristensen, P H & Whitley, R (2001) 'The Multinational Firm: Organizing Across Institutional and National Divides' Oxford: Oxford University Press

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	10/2013

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	01/10/2013	21/12/2013
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	N
*Overall PASS / FAIL Grade	Y

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2
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NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	