

International Business Strategy

Module Code:	SIB6001-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 6
Module Leader:	Dr Martin Owens

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	80
Examinations DO NOT USE	2

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 2 (Feb -
MSA	Management Development Institute of Singapore (MDIS) / Full Year
MSA	Management Development Institute of Singapore (MDIS) / Semester 1
MSA	Management Development Institute of Singapore (MDIS) / Semester 2
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept -
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) /
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 2
BDB	University of Bradford / Semester 2 (Feb - May)
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

The underlying aim is to understand what issues firms have to consider when entering and servicing foreign markets and to prepare for making practical strategic decisions in an international business context.

Outline Syllabus

Cultural and institutional differences and the internationalisation process - cultural and psychic distance theories and institutional theories (national business systems, new institutional economics). The internationalisation of firms - major theories of the process of internationalisation (OLI paradigm, resource based theories, stages theory, network theories and the importance of innovation and learning). The importance of geographical and national competitiveness factors for the location of international business activities. International strategies - the major views on how to create and develop effective international strategies. Organisational structures of MNEs - main types of organisational structures (including control systems) and HQ-subsidary relationships. Assessment of the process of selecting effective entry modes. International human resource management. Global sourcing - offshoring of both goods and services, and management problems associated with global sourcing.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 have a broad understanding of how the international business environment impacts on the strategic issues facing firms, and a detailed understanding of the strategic approaches to international expansion and management.
- 2 evaluate effectively the complex array of factors impacting on choice of strategy in an international context (and make informal trade-offs).
- 3 have analysis and reasoning, project-report writing and decision-making skills.

Learning, Teaching and Assessment Strategy

Knowledge is disseminated in lectures with tutorial support, ie tutor-led one-to-one tutorials are provided to discuss the progress of group work, clarify lecture-related queries and discuss informal presentations made by students. In each tutorial session oral feedback is provided to enhance group learning.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination - closed book	2 hours	100%	Yes

Legacy Code (if applicable)

MAN0204M

Reading List

To view Reading List, please go to [rebus:list](#).