

International Business Strategy

Module Code:	SIB7009-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

Availability Periods

Occurrence	Location/Period
PDA	Kozminski University / Full Year (Sept - Aug)
BDA	University of Bradford / Full Year (Sept - Aug)

Module Aims

1. To introduce students to major themes in international business strategy research, the rationales for international business expansion, and the key strategic issues facing the multinational enterprises.
2. To familiarise the students with a diversity of perspectives on international business strategy and its economic, social and environmental implications.
3. To provide students with an opportunity to develop skills in theory-based analysis of the international business context and in formulating international business strategy.

Outline Syllabus

Theoretical perspectives on strategy
Business internationalisation and foreign location choices
Global integration and local responsiveness
Structure and control of the multinational enterprise
Foreign market resource commitment choices and entry strategies
Offshore outsourcing
Ethics in international business

Module Learning Outcomes

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

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 - 1a. Develop a critical understanding of various theoretical approaches to strategy and appreciate the complexity of strategy processes.
 - 1b. Compare and discuss the merits of theories of business internationalization.
 - 1c. Identify potential opportunities and challenges offered by a variety of internationalisation Strategies, in a variety of contexts.
 - 1d. Identify potential opportunities and challenges involved in coordinating international Operations
 - 1e. Critically evaluate the potential social and environmental implications of international business activities
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 - 2a. Analyse the international business context and strategy formation processes from a variety of theoretical perspectives;
 - 2b. Evaluate the appropriateness of different foreign market entry strategies;
 - 2c. Identify opportunities/challenges associated with international operations and generate well-argued strategic responses to these opportunities/challenges for specific business enterprises;
 - 2d. Design multinational organisational structures and management approaches for particular international strategies;
 - 2e. Integrate social and environmental dimensions into international strategy.
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 - 3a. Improve the ability to critically read and integrate academic literature and its use it in analysing and devising responses to real-life situations.
 - 3b. Develop the skills for cooperative work in groups
 - 3c. Further the ability to research and interpret and consolidate information independently.
 - 3d. Improve your business report writing skills.

Learning, Teaching and Assessment Strategy

Lectures will introduce you to the academic theory and practical examples relevant for the understanding of nature of strategy, the process of business internationalisation, the development of international business strategy, and the organisation and control of a multinational enterprise (learning outcomes 1a, 1b, 1c, 1d, and 1e). Tutorials will provide you with an opportunity to read academic works and practice applying theory to the analysis of business environment and strategy-making. You will also work through company case studies to develop and practice international business strategy decision-making and achieve a critical understanding of the international business theory (learning outcomes 2a, 2b, 2c, 2d, and 2e). Tutorials will also be used to provide formative feedback on understanding and

the application of module concepts. Tutorial assignments and module assessment will allow you to develop transferable skills such as independent research, application of theory to practice, academic reading, report writing and group work (learning outcomes 3a, 3b, 3c, and 3d). You will be expected to engage in independent research and reading of academic and practitioner business materials beyond the core text on a weekly basis. The individual coursework assignment will assess the achievement of all learning outcomes. The module addresses ESD through content on ethics in international business.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual project (2000 words).	-2000 words	100%	Yes

Legacy Code (if applicable)

MAN4140M

Reading List

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