

## International Business Strategy (Executive)

|                |                                     |
|----------------|-------------------------------------|
| Module Code:   | SIB7016-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       | 26    |
| Tutorials      | 4     |
| Directed Study | 70    |

### Availability Periods

| Occurrence | Location/Period                                  |
|------------|--------------------------------------------------|
| DIA        | Dubai Knowledge Village / Semester 2 (Feb - May) |
| BDA        | University of Bradford / Semester 2 (Feb - May)  |

### Module Aims

The module develops a comprehensive understanding of the major strategic issues that businesses are confronted with when operating in international markets. This includes assessment of the management implications of international business environment and the major theories and empirical evidence on international business strategy, including issues connected to technology transfer. The module also covers the management implications of the process of internationalisation and the choice of foreign market entry.

### Outline Syllabus

The strategic management implications of major changes in trade and investment patterns, and the strategic implications of the debate on the globalisation process. The importance of differences in institutional/cultural systems for conducting international business activities. Theories and evidence on foreign direct investment and the internationalisation process. Foreign market entry modes. The importance for international business strategy of: internal and external business environments, innovation and learning, technology transfer, and leadership and entrepreneurship. Organisational culture and structures, and control mechanisms in multinational corporations. HQ-subsidiary relationships and managing collaborative and networking relationships.

### **Module Learning Outcomes**

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

- 1      1a. Demonstrate a critical understanding of the nature of the international business environment and the ability to analyse how this impacts on the strategic management of multinational corporations.  
1b. Analyse the major drivers and constraints that firms encounter in their internationalisation strategies and to manage the internationalisation process.  
1c. Identify and analyse the reasons for alternative ways of entering and developing foreign markets.  
1d. Evaluate the importance of innovation, learning and technology transfer in international markets.
- 2      2a. Evaluate the appropriateness of different strategic solutions in a wide variety of international business activities.  
2b. Assess the strategic management implications for multinational corporations of the internationalisation process.  
2c. Appraise the importance of diversity, in terms of institutional/cultural differences, for the strategic management of international business activities.
- 3      3a. Share knowledge and experience about international business issues.  
3b. Write effective and concise management reports on matters connected to the internationalisation process.

### **Learning, Teaching and Assessment Strategy**

A combination of the study book, interactive lectures and discussions during the workshop will provide information and guidance for private study on topics connected to learning outcomes 1a to 1d and to complete the assignment. These will be supplemented by case studies and group work during the workshop and online tutorials after the workshop, which are designed to facilitate students to engage with selected topics in depth. These activities will contribute to fulfil learning objectives 2a to 2c. Personal transferable skills (3a and 3b) will be developed during the workshop, online tutorials and especially in completing the individual assignment. All of the learning objectives will be enhanced by private study involving reading literature, gathering data for the assignments and discussions.

### **Mode of Assessment**

| Type      | Method     | Description           | Length       | Weighting | Final Assess' |
|-----------|------------|-----------------------|--------------|-----------|---------------|
| Summative | Coursework | Individual Assignment | 0-2000 words | 100%      | Yes           |

### Legacy Code (if applicable)

MAN4083M

### Reading List

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