

Module Details	
Module Title:	International Business Strategy (Distance Learning)
Module Code:	SIB7002-A
Academic Year:	2019-20
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
Tutorials	5
Directed Study	95

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Semester 3 (June - Oct)

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.

Learning Outcomes

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

The study book and recorded lectures 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 online tutorials, discussions and other online activities 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 in 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 online discussions.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Coursework - 2000 words	-2000 words	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.