

Module Details	
Module Title	International Business Strategy
Module Code	SIB5001-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Strategy and International Business
FHEQ Level	FHEQ Level 5
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Tutorials	12
Lectures	24
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1
ONA	College of Banking and Financial Studies / Semester 1

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

Incentives and benefits of internationalisation. The 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 including control systems) and HQ-subsidiary relationships. Assessment of entry modes and market selection. Staffing decisions and international human resource management. Global sourcing - offshoring of both goods and services, and management problems associated with global sourcing

Learning Outcomes

Outcome Number	Description
01	a. Demonstrate knowledge and critical understanding of established conceptual principles of international business strategy. b. Understand the major theoretical perspectives underlying foreign direct investment. c. Demonstrate critical understanding of the international market entry process, of how governance structures are selected, how international markets are appraised and a sound understanding of staffing for foreign operations. d. Demonstrate knowledge of the major issues leading to subsidiary joint ventures/partnership formation and how domestic and foreign subsidiaries evolve/change
02	a. Employ a range of established techniques to initiate and undertake critical analysis of major issues associated with international business strategy and propose solutions to problems arising from that analysis. b. Able to apply foundational concepts and theories of international business to understand contemporary real-life situations and case studies of international business. c. Appreciate the cross-cultural challenges of managing business abroad, and apply this learning to effectively collaborate with peers and academic staff.
03	a. Assess your on-going learning needs for this module, take personal responsibility and show initiative towards fulfillment of learning needs. b. Effectively communicate information, arguments and analysis in report form and face to discussions with peers and tutors. c. Demonstrate the ability to develop effective working relationships with peers and academic staff.

Learning, Teaching and Assessment Strategy

The module delivery adopts a blended learning approach. All lectures are delivered online. Tutorial seminars are delivered alternately online and face-to-face every second week. Knowledge is disseminated in lectures with tutorial support. 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. The module is assessed by answers to a series of set topics. Students answer three questions out of five from the list. Each question counts for a third of the module mark.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	3 x 1000 word answers	N/A	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.

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