

IB368-12 International Business Strategy

20/21

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Amit Kumar

Credit value

12

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

n/a

[Module web page](#)

Module aims

To provide an overview of the internationalisation process from the perspective of both MNEs from developed economies and emerging economies.

To understand the wider context of globalization and geopolitical shifts within which International businesses operate.

To explore how international firms compete and the importance of innovation/R&D.

To explore the relationship between strategy and structure as firms internationalise.

To provide a distinct understanding of the differences between domestic and international business in particular the role of national and organisational culture and risk assessment when crossing borders.

To understand multinational firms' R&D strategy and structure, and how an industry's geography of innovation affects firms' economy-selection and entry choices.

To provide a thorough understanding of the strategic challenges that the top managers in multinational firms face and the choices that they make

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

1. Introduction to international business strategy
2. Managing across cultures
3. Internationalization process
4. Cross-border M&A and international joint ventures
5. Multinational strategy and structure
6. Innovation strategy in multinational firms
7. Competing in emerging markets
8. Competing with multinational firms from emerging markets
9. Corporate social responsibilities

Learning outcomes

By the end of the module, students should be able to:

- Understanding key issues that top management in multinational firms face
- Generating intuition about how decisions should be taken
- Understanding concepts, theories and analytical frameworks that help decision-makers make choices in multinational firms

Indicative reading list

Jedrzej George Frynas and Kamel Mellahi. (2015) Mellahi. Global Strategic Management, Third Edition, Oxford University Press.

Additional Background Reading:

Bartlett, C.A., Ghoshal, S. and Beamish, P. (2008) Transnational Management: Text, Cases and Readings in Cross-Border Management (5th Ed.)

Irwin McGraw- Hill Rugman, A.M. and Brewer, T.L. (eds) (2001) The Oxford Handbook of International Business, Oxford University Press, Oxford.

Rugman, A. M. and Collinson, S. (2009) International Business (5th Ed.), Financial Times, Pearson Education, Prentice Hall, Harlow

Subject specific skills

Strategic decision-making in context of international organizational and operational contexts

Use of analytical frameworks in context of Int Bus Strategy

Transferable skills

Problem-solving and analytical skills (case analysis)

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (17%)
Seminars	9 sessions of 1 hour (8%)
Private study	33 hours (28%)
Assessment	58 hours (48%)
Total	120 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group D2

	Weighting	Study time
Participation	10%	9 hours
Participation in activities on a weekly basis via my.wbs		
Online Examination	90%	49 hours
Exam		
~Platforms - AEP		

Assessment group R

	Weighting	Study time
Online Examination	100%	

Weighting

Study time

Exam

~Platforms - AEP

Feedback on assessment

In-class and on my.wbs

[Past exam papers for IB368](#)

Availability

Courses

This module is Optional for:

- Year 3 of UESA-HN11 BSc Engineering and Business Studies
- UIBA-MN34 Law and Business Four Year (Qualifying Degree)
 - Year 3 of MN34 Law and Business Studies Four Year (Qualifying Degree)
 - Year 4 of MN34 Law and Business Studies Four Year (Qualifying Degree)
- Year 3 of UIBA-N211 Undergraduate Information Systems Management and Innovation
- Year 4 of UIBA-N214 Undergraduate Information Systems Management and Innovation (with Intercalated Year)
- Year 4 of UIBA-N140 Undergraduate International Business
- Year 4 of UIBA-N1R1 Undergraduate International Business with French
- Year 4 of UIBA-N1R2 Undergraduate International Business with German
- Year 4 of UIBA-N1R3 Undergraduate International Business with Italian
- Year 4 of UIBA-N1R4 Undergraduate International Business with Spanish
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- UIBA-MN32 Undergraduate Law and Business Studies
 - Year 3 of MN32 Law and Business Studies (Four-Year)
 - Year 4 of MN32 Law and Business Studies (Four-Year)
- UIBA-MN37 Undergraduate Law and Business Studies (Qualifying Degree) with Intercalated Year
 - Year 4 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
 - Year 5 of MN37 Law and Business Studies (Qualifying Degree) with Intercalated Year
- UIBA-MN35 Undergraduate Law and Business Studies with Intercalated Year (3+1)
 - Year 3 of MN35 Law and Business Studies with Intercalated Year (3+1)
 - Year 4 of MN35 Law and Business Studies with Intercalated Year (3+1)
- UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
 - Year 4 of MN36 Law and Business Studies with Intercalated Year (4+1)
 - Year 5 of MN36 Law and Business Studies with Intercalated Year (4+1)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated

Year)

- Year 3 of UPXA-F3N1 Undergraduate Physics and Business Studies

This module is Option list A for:

- UIBA-N203 BSc in International Management
 - Year 4 of N203 International Management
 - Year 4 of N203 International Management
- Year 3 of UIBA-N201 BSc in Management
- Year 4 of UIBA-N202 BSc in Management (with Intercalated Year/UPP)
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)

This module is Option list B for:

- UIBA-N201 BSc in Management
 - Year 3 of N230 Management with Finance
 - Year 3 of N250 Management with Marketing
- UIBA-N202 BSc in Management (with Intercalated Year/UPP)
 - Year 4 of N231 Management with Finance (with Intercalated Year)
 - Year 4 of N251 Management with Marketing (with Intercalated Year)
- Year 3 of UIBA-NN35 Undergraduate Accounting and Finance
- UIBA-NN36 Undergraduate Accounting and Finance (with Intercalated Year/Undergraduate Partnership Programme)
 - Year 4 of NN36 Accounting and Finance (Intercalated)
 - Year 4 of NN37 Accounting and Finance (Undergraduate Partnership Programme)
- Year 4 of USTA-Y603 Undergraduate Mathematics, Operational Research, Statistics, Economics (with Intercalated Year)