

IB818-10 International Business

21/22

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Irina Surdu-Nardella

Credit value

10

Module duration

12 weeks

Assessment

100% coursework

Study location

Distance or Online Delivery

Description

Introductory description

The main aim is to build on participants' knowledge of the global economic and business environment and link this to strategies for managing in changing global contexts.

[Module web page](#)

Module aims

The main aim is to build on participants' knowledge of the global economic and business environment and link this to strategies for managing in changing global contexts. Key questions are: How do changes in this environment affect the ways in which companies do business and managers manage across borders: How should firms and individual managers respond (in theory)? How can they respond (in practice)?

Topics will include: the drivers and processes of internationalisation, cross-cultural management challenges, the assessment of overseas investment opportunities and the specific challenges of emerging markets.

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.

Globalisation and Multinational Enterprise

Trade and Foreign Direct Investment

Global and Regional Integration, International Financial Markets and Institutions

International Culture

Global Competitive Advantage Global Multinational Enterprise (MNE) Strategy and Structure

Selecting the Market and Entry Mode, Cross-Border Mergers and Acquisitions

Culture, Negotiation Strategy

Emerging Economies and Risk Assessment

International Joint Ventures

Learning outcomes

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

- Demonstrate an understanding of the main theories explaining patterns, processes and practices of internationalisation.
- Select and apply specific analytical frameworks from a range of approaches that help solve common international management problems.
- Critically assess the sources of relative national comparative advantage and how these relate to the competitive advantages of multinational firms.
- Demonstrate an understanding of how global economic government institutions act as important influences on the strategic options facing international firms.
- Recommend an international corporate strategy and an appropriate global organisation structure.
- Develop and manage global innovation networks.
- Critically appraise an appropriately select analytical frameworks (e.g. those which explain and predict country investment (FDI) attractiveness).

Indicative reading list

[Reading lists can be found in Talis](#)

Subject specific skills

Perform a country analysis and develop a market-entry strategy.

Develop a greater knowledge of emerging markets.

Transferable skills

Critically evaluate the strengths and weaknesses, and the threats and opportunities, for a firm in a particular global industry context.

Apply country analysis and investment risk appraisal techniques.

Conduct online research into changing opportunities for international business investment and restructuring.

Demonstrate developed presentation and teamwork skills.

Study

Study time

Type	Required
Online learning (scheduled sessions)	10 sessions of 1 hour (17%)
Online learning (independent)	20 sessions of 1 hour (34%)
Private study	28 hours (48%)
Total	58 hours

Private study description

Private Study and preparation for lectures. To note, timings of online learning hours may vary from the above.

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 A3

Assessment component	Weighting	Study time	Eligible for self-certification
Group Online Collaborative Report (10 CATS)	30%	13 hours	No
Reassessment component is the same			
Assessment component			
Individual Assignment (10 CATS)	70%	29 hours	Yes (extension)

Weighting **Study
time**

**Eligible for self-
certification**

Reassessment component is the same

Feedback on assessment

Assessments are graded using standard University Postgraduate Marking Criteria and written feedback is provided. Feedback for individual essays includes comments on a marksheet. Overall percentage marks are awarded for examination performance and general examination feedback is provided to the cohort.

Availability

There is currently no information about the courses for which this module is core or optional.