

IB818-10 International Business

23/24

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Irina Surdu-Nardella

Credit value

10

Module duration

5 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

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.
- 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.
- Critically appraise an appropriately select analytical frameworks (e.g. those which explain and predict country investment (FDI) attractiveness).
- Demonstrate a comprehensive understanding of emerging markets
- Critically evaluate the strengths and weaknesses, and the threats and opportunities, for a firm in a particular global industry context

Indicative reading list

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

Research element

Students will conduct online research into changing opportunities for international business investment and restructuring

International

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

Subject specific skills

Perform a country analysis and develop a market-entry strategy

Select and apply specific analytical frameworks from a range of approaches that help solve common international management problems.

Recommend an international corporate strategy and an appropriate global organisation structure

Transferable skills

Demonstrate Research skills
Demonstrate a range of skills developed during teamwork
Written communication

Study

Study time

| Type | Required |
|--------------------------------------|-----------------------------|
| Online learning (scheduled sessions) | 6 sessions of 1 hour (6%) |
| Online learning (independent) | 21 sessions of 1 hour (21%) |
| Private study | 43 hours (43%) |
| Assessment | 30 hours (30%) |
| Total | 100 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 A4

| Assessment component | Weighting | Study time | Eligible for self-certification |
|-----------------------------------|-----------|------------|---------------------------------|
| Online Collaborative Group Report | 20% | 6 hours | No |
| Reassessment component | | | |

| | Weighting | Study time | Eligible for self-certification |
|-----------------------------|------------------|-------------------|--|
| Individual Assignment | | | Yes (extension) |
| Assessment component | | | |
| Individual Assignment | 80% | 24 hours | Yes (extension) |

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

Courses

This module is Optional for:

- Year 2 of TIBS-N1Q1 Postgraduate Business Administration (Executive) London
- Year 2 of TIBS-N1Q4 Postgraduate Business Administration (Executive) London
- Year 2 of TIBS-N1Q5 Postgraduate Business Administration (Executive) London
- Year 1 of TIBS-N1P2 Postgraduate Taught Business Administration
- TIBS-N1PW Postgraduate Taught Business Administration (Distance Learning)
 - Year 2 of N1PW Business Administration (Distance Learning)
 - Year 3 of N1PW Business Administration (Distance Learning)
- Year 2 of TIBS-N1Q2 Postgraduate Taught Business Administration (Distance Learning)
- Year 2 of TIBS-N1S5 Postgraduate Taught Business Administration (Distance Learning) (London)
- Year 2 of TIBS-N1S4 Postgraduate Taught Business Administration (Distance Learning) (Warwick)
- Year 2 of TIBS-N1Q9 Postgraduate Taught Business Administration (Distance Learning) London
- TIBS-N1P9 Postgraduate Taught Business Administration (Executive)
 - Year 2 of N1P9 Business Administration (Executive)
 - Year 3 of N1P9 Business Administration (Executive)
- Year 2 of TIBS-N1Q3 Postgraduate Taught Business Administration (Executive)
- Year 2 of TIBS-N1S2 Postgraduate Taught Business Administration (Executive) (London) Daytime
- Year 2 of TIBS-N1S3 Postgraduate Taught Business Administration (Executive) (London)

Evening

- Year 2 of TIBS-N1S1 Postgraduate Taught Business Administration (Executive) (Warwick)