

WM9D9-15 International Business Development

24/25

Department

WMG

Level

Taught Postgraduate Level

Module leader

Oliver Parker

Credit value

15

Module duration

4 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The IBD module provides and understanding of the key aspects of the development and implementation of a systematic International Business Development strategy. Through consideration of the potential business relationships available and the relative benefits and risks, a methodology has been developed to allow the optimum approach to be determined for a business. As well as presenting theoretical approaches which may be considered, case studies and an international business relationship exercise are used to allow students to develop their practical skills.

[Module web page](#)

Module aims

This IBD module provides an understanding of the reasons why carefully planned and systematically implemented International Business Development activities now play a crucial role in the growth and prosperity of most organisations. It identifies the key types of international business relationships now in common use and provide guidelines on the selection of the most appropriate formats to suit particular business needs. The module also offers an overview of the

practical, cultural, legal, financial and operational aspects of international business, which can be critical to ensuring successful project implementation.

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.

The syllabus for the International Business Development (IBD) module will incorporate the following key areas:

- International Business Development (Theory & Sustainable Strategies).
- Types of international business relationships (Entry Modes).
- Financial, Legal and Operational aspects.
- Practicalities of international business development projects.
- Cultural aspects and Negotiation skills.
- International business development Syndicate Exercise (Case Study).

Learning outcomes

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

- Synthesise information and make informed judgements by critically applying the theoretical and practical concepts involved in different stages of the International Business Development Process.
- Critically evaluate global sustainable practices and how these influence strategies around different international market entry modes.
- Systematically analyse different context-related International Business Development challenges.
- Demonstrate, as a group, the ability to effectively negotiate and present a sustainable business development proposition taking into account potential cultural challenges and conflicting partners' strategies.
- Couple 'backward-looking' analysis with 'forward-looking' decision-making; apply principles derived from the disciplines (finance, legal, and operational aspects) of international business development.

Indicative reading list

Essentials:

1. International Management: Managing Across Borders and Cultures, Text and Cases, Global Edition ISBN: 9781292430362, 2023
2. International Management: The Process of Internationalization and Market Entry Strategies ISBN: 9783662658697, 2022
3. International business strategy: Rethinking the foundations of global corporate success ISBN: 9781108738378, 2022

Recommended:

1. Successful Negotiations: Best-in-Class Recommendations for Breakthrough Negotiations ISBN: 9783658357009, 2022
2. International business negotiation: Principles and practice ISBN: 9781352010046, 2020

3. Cooperative strategy: Managing alliances and networks ISBN: 9780198814641, 2019
4. The Financial Times guide to finance for non-financial managers ISBN: 9780273756200, 2011

Further reading:

1. Intellectual property: Patents, copyright, trademarks and allied rights ISBN: 9780414111448, 2023
2. International Business Development: A Concise Textbook Focusing on International B-To-B Contexts ISBN: 9783658332204, 2021
3. International trade finance: A pragmatic approach ISBN: 9783030245399, 2019
4. Key Success Factors of SME Internationalisation: A Cross-Country Perspective: Volume 34 ISBN: 9781787542785, 2018
5. Alliances: An executive guide to designing successful strategic partnerships ISBN: 9781118486368, 2013

Web Resources:

- PwC - Joint Ventures and Alliances
- KPMG - Joint Ventures and Alliances
- EY - Joint Ventures and Alliances
- Deloitte - Ecosystems & Alliances
- Accenture – Joint Ventures and Alliances
- Boston Consulting Group – Alliances and Joint Ventures / International Business

[View reading list on Talis Aspire](#)

International

The module will consider a range of issues, theory and case studies, specifically in an international context.

Subject specific skills

The module provides development of a range of subject-specific skills, including:

- the ability to identify, evaluate and manage business risks, through appropriate contractual and financial mitigations.
- the ability to evaluate alternative business strategies from both a financial and broader business perspective.
- financial analysis in a business development context.
- the ability to identify the legal risks within the international business opportunity context.
- the ability to consider the key contractual issues in establishing international business relations in a confidential manner.

Transferable skills

The module will provide development of a range of transferrable business skill for participants, including:

- business report writing.
- management in a multi-cultural environment.
- negotiation (planning and implementation).

- time management and teamwork.
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Study

Study time

Type	Required
Lectures	16 sessions of 1 hour (11%)
Seminars	14 sessions of 1 hour (9%)
Online learning (scheduled sessions)	(0%)
Online learning (independent)	15 sessions of 2 hours (20%)
Other activity	30 hours (20%)
Assessment	60 hours (40%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Other activity description

Self-guided study and syndicate work (based on prior guidance).

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A1

	Weighting	Study time
Report	70%	42 hours
Report-style script in answer to one of two question options.		
Group Presentation	30%	18 hours
Negotiation & PPT Presentation with Q&A Session. Peer Adjustment will be applied.		

Feedback on assessment

Report: Written feedback is provided against the learning outcomes and focuses upon the strengths and weaknesses of the work with regard to the module learning outcomes and the marking guidelines. Commentary on specific areas of concern and suggestions for improvement are also provided.

Presentation: In-class final review and two-way feedback (verbal) session of simulation exercise by tutors, leading to overall learning conclusions.

Availability

Courses

This module is Core for:

- Year 1 of TWMS-H1S8 Postgraduate International Trade, Strategy and Operations (Full-time)