

IB368-15 International Business Strategy

26/27

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Amit Kumar

Credit value

15

Module duration

10 weeks

Assessment

20% coursework, 80% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

Students are also asked to note that while there are no formal/specific pre-requisite modules for this module, students would benefit from having previously studied a module about strategy, e.g. EC229 Economics of Strategy or IB249 - CORE: Global Business Strategy and Sustainability.

[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 geo-political 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.

- Introduction to international business strategy.
- Managing across cultures.
- Internationalization process.
- Cross-border M&A and international joint ventures.
- Multinational strategy and structure.
- Innovation strategy in multinational firms.
- Competing in emerging markets.
- Competing with multinational firms from emerging markets.
- Corporate social responsibilities.
- Revision session.

Learning outcomes

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

- Identify the key strategic and organizational problems that multinational firms face.
- Demonstrate the theoretical knowledge of international business.
- Use the relevant analytical frameworks for decision-making.
- Apply knowledge to solve real-life strategic problems of multinational firms.
- Analyze trends and data to make inferences.
- Analyze deeper organizational and strategic problems and propose solutions.
- Critically evaluate theories, arguments, decision-options/choices, etc..

Indicative reading list

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

Subject specific skills

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

Use of analytical frameworks in context of International Business Strategy.

Transferable skills

Problem-solving and analytical skills (case analysis).

Present arguments effectively in both formal academic written and oral formats.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private Study.

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 D5

Assessment component	Weighting	Study time	Eligible for self-certification
Group Work Group case study analysis and presentation with slide deck.	20%	15 hours	No

	Weighting	Study time	Eligible for self-certification
Reassessment component			
Individual Assignment			Yes (extension)
Assessment component			
Centrally-timetabled examination (on-campus)	80%	58 hours	No
• Answerbook Pink (12 page)			

Reassessment component is the same

Feedback on assessment

Feedback via My.WBS.

[Past exam papers for IB368](#)

Availability

Pre-requisites

Students are asked to note that while there are no formal/specific pre-requisite modules for this module, students would benefit from having previously studied a module about strategy, e.g. EC229 - Economics of Strategy or IB249 - CORE: Global Business Strategy and Sustainability.

Courses

This module is Optional for:

- Year 4 of UECA-L1N3 BSc Economics and Management with Placement Year
- UIBA-N20B BSc in Management
 - Year 3 of N20B Management
 - Year 3 of N20B Management
 - Year 3 of N23K Management with Accounting
 - Year 3 of N234 Management with Digital Business
 - Year 3 of N235 Management with Entrepreneurship
 - Year 3 of N232 Management with Finance
 - Year 3 of N252 Management with Marketing

- Year 3 of N23L Management with Strategy and Organisation
- Year 3 of UIBA-N400 Undergraduate Accounting and Finance
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
 - Year 5 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
 - Year 5 of N404 Accounting and Finance (Foundation Year and Placement)
 - Year 5 of N405 Accounting and Finance (Foundation Year and UPP)
 - Year 5 of N403 Accounting and Finance (with Foundation Year)
- Year 4 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N401 Accounting and Finance (Placement)
 - Year 4 of N402 Accounting and Finance (Undergraduate Partnership Programme)
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 3 of UECA-L1N2 Undergraduate Economics and Management
- Year 4 of UGEA-RN21 Undergraduate German and Business Studies
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- UIBA-N20F Undergraduate International Management
 - Year 4 of N20F International Management
 - Year 4 of N20F International Management
 - Year 4 of N20S International Management (with Accounting)
 - Year 4 of N20T International Management (with Chinese)
 - Year 4 of N20P International Management (with Entrepreneurship)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20U International Management (with French)
 - Year 4 of N20L International Management (with Marketing)
 - Year 4 of N20V International Management (with Spanish)
 - Year 4 of N20W International Management (with Strategy and Organisation)
 - Year 4 of N20N International Management with Digital Business
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
 - Year 5 of N220 International Management (with Foundation Year)
 - Year 5 of N221 International Management with Accounting (with Foundation Year)
 - Year 5 of N226 International Management with Chinese (with Foundation Year)
 - Year 5 of N223 International Management with Digital Business (with Foundation Year)
 - Year 5 of N224 International Management with Entrepreneurship (with Foundation Year)
 - Year 5 of N222 International Management with Finance (with Foundation Year)
 - Year 5 of N227 International Management with French (with Foundation Year)
 - Year 5 of N225 International Management with Marketing (with Foundation Year)

- Year 5 of N228 International Management with Spanish (with Foundation Year)
- Year 5 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
 - Year 5 of N20J Management (Foundation Year and Placement)
 - Year 5 of N20K Management (Foundation Year and UPP)
 - Year 5 of N23H Management with Digital Business (with Foundation Year and Placement Year)
 - Year 5 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
 - Year 5 of N23G Management with Finance (with Foundation Year and Placement Year)
 - Year 5 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 4 of N23M Management with Accounting (with Foundation Year)
 - Year 4 of N23E Management with Digital Business (with Foundation Year)
 - Year 4 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 4 of N23D Management with Finance (with Foundation Year)
 - Year 4 of N252 Management with Marketing
 - Year 4 of N254 Management with Marketing (with Foundation Year)
 - Year 4 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20B Management
 - Year 4 of N20D Management (Undergraduate Partnership Programme)
 - Year 4 of N20C Management (with Placement Year)
 - Year 4 of N20Q Management with Accounting (with Placement Year)
 - Year 4 of N236 Management with Digital Business (with Placement Year)
 - Year 4 of N235 Management with Entrepreneurship
 - Year 4 of N237 Management with Entrepreneurship (with Placement Year)
 - Year 4 of N232 Management with Finance
 - Year 4 of N233 Management with Finance (with Placement Year)
 - Year 4 of N253 Management with Marketing (with Placement Year)
 - Year 4 of N23L Management with Strategy and Organisation
 - Year 4 of N20R Management with Strategy and Organisation (with Placement Year)
- Year 3 of UMAA-G1NC Undergraduate Mathematics and Business Studies
- Year 4 of UMAA-G1N2 Undergraduate Mathematics and Business Studies (with Intercalated Year)
- UIOA-EOS Undergraduate Overseas Exchange
 - Year 1 of UEOS Undergraduate Overseas Exchange

- Year 1 of UEOS Undergraduate Overseas Exchange
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Year 4 of UPXA-F3NE Undergraduate Physics with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EUS Undergraduate USA Exchange