

IB818-10 International Business

26/27

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 premise of this module is that, irrespective of the role you have and what sort of organisation you work in, managers need to understand international business. As we experience a time of changing economic and political boundaries, and potential de-globalisation trends, it is important to understand how macroeconomic changes affect different types of businesses.

Since the mid-2000s, the management of global operations has been increasingly concerned with how businesses may grow sustainably beyond their national borders. In the last few years, various geopolitical trends have influenced (and accentuated) the energy transition, also influencing how firms deal with energy security, geopolitics, exports, socio-political and environmental issues, control over key materials (e.g., lithium) and so on.

At the heart of the study of international business is the multinational corporation, or more commonly, the multinational enterprise (MNE). This module will explore the context of global business strategy and the effect of this increasingly complex context on the interactions between the firm and host market locations.

International Business can be thought of as a series of answers to the questions: Who does what, where and, most importantly, why?

What explains international location choices and partnership decisions? What structures do firms put in place?

How do they make these decisions? Are the choices made by firms socially responsible and sustainable?

What happens if international activities are unsuccessful? How can firms manage uncertainty associated with different host market contexts?

How do trade wars and political unrest between nations impact on international business? How do they affect a firm's behaviours of where to go and how to operate there?

What are MNEs' sustainability responses in different communities?

Together, we will dig deeper into the questions posed above (and more) to better understand the global environment of firms, which will influence their current and future performance.

[Module web page](#)

Module aims

This module is designed to introduce the student practitioner to major concepts in international business from the manager's perspective. The aim is to cover a wide range of issues relating to the international business environment and applies these considerations to managing the international firm. Disciplines such as international economics, international finance, corporate strategy and also business strategy are introduced within the context of international business.

The module breaks down into the following sections:

the macroenvironment and (de)globalisation trends

core international business decisions

post entry strategies.

Both the online learning and the wbsLive sessions aim to present these materials in the context of the manager's decision-making processes. Through a simulation at the end of Lesson 3, students will be able to practice and employ some of the thinking and strategies present in the early lessons. Abstract treatment of theoretical issues will be minimised in favour of understanding their relevance to the current or potential manager of an international company. This includes managers of firms which, due to increasing pressures to grow, may consider, but are yet to enter an international host market, or firms which sell to domestic customers mainly, but deal with international suppliers and other such partnerships.

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

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.
- Demonstrate an understanding of how global economic government institutions act as important influences on the strategic options facing international firms.
- Demonstrate a comprehensive understanding of emerging markets
- Critically appraise an appropriately select analytical frameworks (e.g. those which explain and predict country investment (FDI) attractiveness).
- Critically assess the sources of relative national comparative advantage and how these relate to the competitive advantages of multinational firms
- 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 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 A5

Assessment component	Weighting	Study time	Eligible for self-certification
Online Collaborative Group Report	20%	6 hours	No
Online Collaborative Group Report 2000 words			
Reassessment component			
Individual Assignment			Yes (extension)
Individual Assignment 1000 words			

Weighting Study time Eligible for self-certification

Assessment component

Individual Assignment	80%	24 hours	Yes (extension)
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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-N1Q4 Postgraduate Business Administration (Executive) London
- Year 2 of TIBS-N1Q5 Postgraduate Business Administration (Executive) London
- Year 2 of TIBS-N1SJ Postgraduate Taught Accelerator MBA (London)
- 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
- 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)