

IB9ET-15 International Business Strategy

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Harminder Singh

Credit value

15

Module duration

2 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The objective of the module is to develop an understanding of the key strategic challenges facing internationally-focused businesses, and to analyse and understand how companies design, implement and manage international strategies within the context of uncertain and complex geopolitics.

Module aims

This will include issues such as:

Managing subsidiary operations, and the choices between exporting, joint ventures and wholly-owned subsidiaries;

Managing international environments (cultural issues and the role of expatriates in multinational firms);

The links between entry strategies and structures of operation;

The role of agglomerations/clusters as hubs for internationalisation

How multinational firms use technology and platforms to generate competitive advantage

How institutions affect MNE strategies

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: international business strategy in a globalised world: what is the impact of geopolitics?

The institutional view of international business: are we in a post-nationstate era?

Culture: the value and limitations of theories of culture

Who are the managers in MNEs: cross-cultural management in internationalising firms

Strategy and control: managing subsidiaries and generating competitive advantage in practice

Internationalisation of services: what are the strategies available to service firms?

Global innovation networks: innovation as a source of competitive advantage

The importance of platforms and other emerging areas in international business research

Learning outcomes

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

- Demonstrate an understanding of the key strategic challenges facing internationally focussed businesses.
- Demonstrate an understanding of the different methods of managing subsidiaries
- Demonstrate understanding of the trade-offs between different entry modes (strategic alliances, M&A etc.)
- Effectively identify problems and recommend alternative an course of action to deal with the complex conceptual problems faced by top managers.
- Critically assess the sources of competitive advantages of multinational firms.
- Reflect on the inter-relationships between external and internal factors which influence international business strategy, including recommendations for appropriate strategies

Indicative reading list

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

Research element

Students will conduct online research into the international business strategies of key companies

International

This module is about international business strategy

Subject specific skills

Select and apply specific analytical frameworks from a range of approaches that help solve

common international strategy problems.

Recommend a suitable international corporate strategy for a selected enterprise

Apply the key tools of strategy to an international business context.

Conduct online research into the international business strategies of key companies

Transferable skills

Demonstrate written communication

Study

Study time

Type	Required
Online learning (scheduled sessions)	9 sessions of 1 hour (12%)
Other activity	18 hours (24%)
Private study	49 hours (64%)
Total	76 hours

Private study description

Private study to include preparation for lectures

Other activity description

9 x 2 hrs workshops

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

Weighting	Study time	Eligible for self-certification
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Assessment component

	Weighting	Study time	Eligible for self-certification
Participation	10%	8 hours	No

Reassessment component is the same

Assessment component

Individual assignment	90%	66 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

Availability

Pre-requisites

To take this module, you must have passed:

- All of
 - [IB93P-15 International Business](#)

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