IB9LK-15 International Business

26/27

Department
Warwick Business School
Level
Taught Postgraduate Level
Module leader
Christiane Bellucci
Credit value
15
Module duration
2 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

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

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. 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.

INTRODUCTION - VENTURING ABROAD. [Introduction of module and assessment; globalization - international trade and FDI; theories of internationalization]
MARKET SELECTION AND ENTRY MODES - GREENFIELD, ACQUISITION, AND IJV [Determinants of equity-based market entry modes; their organizational and performance implications]
MNC STRATEGY AND STRUCTURE [Strategic orientation: ethnocentric, multi-domestic, and global; innovation vs efficiency; strategy at HQ – industrial & geographical scope, allocation of value-activities (global supply chain), and coordination & control of subsidiaries; strategy at regional and subsidiary levels; MNC organization - its alignment with strategy]
CONDUCTING AND MANAGING R&D ACROSS COUNTRIES [R&D internationalization; innovation clusters; location choices for R and D; accessing location-specific knowledge resources; R&D mandate of subsidiaries; knowledge flow in the firm (across subsidiaries)]
BORN-GLOBAL FIRMS [Tech industries and born-global firms] and CSR in MNCs [Pro-social behavior of firms; strategic perspective to CSR; CSR in MNCs; Irresponsible for profits?]
POLITICS AND GEOPOLITICS - HOW STATES AFFECT IB [State – types, functions, and fragility; political rent-seeking and appropriation risks; State-owned MNCs; trade wars – what should MNCs do?]
CROSS NATIONAL DISTANCE: HOW FIRMS ADAPT [Dimensions of the distance between countries; cultural and institutional distance and its implications; cross-national distance and MNE entry modes; adaptation strategies for entering distant countries]
COMPETING IN EMERGING ECONOMIES [what is an emerging economy; differences between developed and emerging economies; entry and competition strategies for emerging economies]

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 greater knowledge of emerging markets.
- Critically appraise an appropriately select analytical frameworks (e.g. those which explain and predict country investment (FDI) attractiveness).
- Critically evaluate the strengths and weaknesses, and the threats and opportunities, for a firm in a particular global industry context.
- Select and apply specific analytical frameworks from a range of approaches that help solve common international management problems.
- Critically assess the sources of relative national comparative advantage and how these relate to the competitive advantages of multinational firms.

Indicative reading list

Reading lists can be found in Talis

Subject specific skills

Perform a country analysis and develop a market-entry strategy.
Apply country analysis and investment risk appraisal techniques.
Conduct online research into changing opportunities for international business investment and restructuring.
Recommend an international corporate strategy and an appropriate global organisation structure.
Develop and manage global innovation networks.

Transferable skills

Demonstrate developed presentation and teamwork skills.

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Supervised practical classes	(0%)
Other activity	18 hours (12%)
Private study	123 hours (82%)
Total	150 hours

Private study description

Private Study and 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 A3

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	80%		Yes (extension)
Reassessment component is the same			
Assessment component			
Group Presentation	20%		No
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.

Availability

Courses

This module is Core for:

- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)

This module is Optional for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1N3 Postgraduate Taught Business Analytics
- Year 1 of TIBS-N1F5 Postgraduate Taught Business and Finance
- Year 1 of TIBS-N1F2 Postgraduate Taught Business with Consulting
- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing
- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N2N1 Postgraduate Taught Management
- Year 1 of TIBS-G5N4 Postgraduate Taught Management of Information Systems and Digital Innovation