Module Details

Module Title	International Business Strategy (Executive)
Module Code	SIB7016-A
Academic Year	2021/2
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours

Type	Hours
Online Tutorials (Synchronous)	4
Practical Classes or Workshops	24
Directed Study	60
Interactive Learning Objects	6
Groupwork	6

Availability

Occurrence	Location / Period
BDA	University of Bradford / Semester 2
DIA	Dubai Knowledge Village / Semester 2

Module Aims

The module develops a comprehensive understanding of the major strategic issues that businesses are confronted with when operating in international markets. This includes assessment of the management implications of international business environment and the major theories and empirical evidence on international business strategy, including issues connected to technology transfer. The module also covers the management implications of the process of internationalisation and the choice of foreign market entry.

Outline Syllabus
The strategic management implications of major changes in trade and investment patterns, and the strategic implications of the debate on the globalisation process. The importance of differences in institutional/cultural systems for conducting international business activities. Theories and evidence on foreign direct investment and the internationalisation process. Foreign market entry modes. The importance for international business strategy of: internal and external business environments, innovation and learning, technology transfer, and leadership and entrepreneurship. Organisational culture and structures, and control mechanisms in multinational corporations. HQ-subsidiary relationships and managing collaborative and networking relationships.

Learning Outcomes

Outcome Number	Description
01	1a. Demonstrate a critical understanding of the nature of the international business environment and the ability to analyse how this impacts on the strategic management of multinational corporations. 1b. Analyse the major drivers and constraints that firms encounter in their internationalisation strategies and to manage the internationalisation process. 1c. Identify and analyse the reasons for alternative ways of entering and developing foreign markets. 1d. Evaluate the importance of innovation, learning and technology transfer in international markets.
02	2a. Evaluate the appropriateness of different strategic solutions in a wide variety of international business activities. 2b. Assess the strategic management implications for multinational corporations of the internationalisation process .2c. Appraise the importance of diversity, in terms of institutional/cultural differences, for the strategic management of international business activities.
03	3a. Share knowledge and experience about international business issues. 3b. Write effective and concise management reports on matters connected to the internationalisation process.

Learning, Teaching and Assessment Strategy

A combination of the study book, interactive lectures and discussions during the workshop will provide information and guidance for private study on topics connected to learning outcomes 1a to 1d and to complete the assignment. These will be supplemented by case studies and group work during the workshop and online tutorials after the workshop, which are designed to facilitate students to engage with selected topics in depth. These activities will contribute to fulfil learning objectives 2a to 2c. Personal transferable skills (3a and 3b) will be developed during the workshop, online tutorials and especially in completing the individual assignment. All of the learning objectives will be enhanced by private study involving reading literature, gathering data for the assignments and discussions.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Individual assignment 2000 words	100%

Reading List

To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html