

Module Details	
Module Title	International Business Strategy (Distance Learning)
Module Code	SIB7002-A
Academic Year	2023/4
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Online Tutorials (Synchronous)	13.5
Groupwork	10
Interactive Learning Objects	14
Directed Study	50
Online Lecture (Synchronous)	12.5

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Semester 2

Module Aims
<p>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.</p>

Outline Syllabus
<p>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-subsidary relationships and managing collaborative and networking relationships.</p>

Learning Outcomes	
Outcome Number	Description
LO1	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.
LO2	Analyse the major drivers and constraints that firms encounter in their internationalisation strategies and to manage the internationalisation process.
LO3	Identify and analyse the reasons for alternative ways of entering and developing foreign markets.
LO4	Evaluate the importance of innovation, learning and technology transfer in international markets.
LO5	Evaluate the appropriateness of different strategic solutions in a wide variety of international business activities.
LO6	Assess the strategic management implications for multinational corporations of the internationalisation process.
LO7	Appraise the importance of diversity, in terms of institutional/cultural differences, for the strategic management of international business activities.
LO8	Effectively communicate the process and outcomes of evaluations of internationalisation processes .

Learning, Teaching and Assessment Strategy
The study book and recorded lectures will provide information and guidance for private study on topics connected to learning outcomes 1 to 4 and to complete the assessment. These will be supplemented by online tutorials, discussions and other online activities which are designed to facilitate students to engage with selected topics in depth. These activities will contribute to fulfil learning objectives 5 to 7. Personal transferable skills (LO8) will be developed in online tutorials and especially in completing the individual presentation. All of the learning objectives will be enhanced by private study involving reading literature, gathering data for the assessment and online discussions.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Individual recorded presentation with a maximum duration of 20 minutes	100%

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

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

© University of Bradford 2023

<https://bradford.ac.uk>