

MODULE DESCRIPTOR

MODULE TITLE	INTERNATIONAL STRATEGIC MANAGEMENT		
MODULE CODE	MD4099 (L7)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE AIMS

This module aims to examine both the strategic and operational decisions that managers must make in order to engage in global activities. By engaging with the theoretical literature and examining international business in action, students will assess the links between globalisation and competitiveness, both at corporate and national levels. As a result, students will be able to evaluate the impacts of globalisation and internationalisation. Detailed research into case-studies will also be conducted as a means of explaining the real-time situations they experience.

MODULE CONTENT

Indicative syllabus content:

This module will analyse the nature of strategic and structural developments in international business, bringing together a wide array of theoretical and empirical material that has been produced over the last decade. Key issues will include:

- An overview of the 'Global Economy'
- Foreign direct investment trends and implications
- Trade theories, trade barriers and trade blocs.
- Host country effects of international firms, the anti-globalization critique
- Competitive strategy, strategic groups and market segmentation
- International strategy
- Mergers acquisitions and alliances.
- Cultural and political issues within The Multinational Firm
- Ethical Issues in International Business.

Detailed case-studies will be employed to test out the various theoretical perspectives, offering students the opportunity to gain genuine insights into the operation of international business.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Identify and critically assess the major features of the Global Economy, the 'Triad' economies, shifts in global economic powers and FDI trends.
2. Employ Comparative Advantage and related trade models in analysing a country's role in the world economy.
3. Examine and critically assess the external forces shaping the business environment
4. Use strategic tools and the strategic management literature to evaluate an international company's strategic options

TEACHING METHODS

The module will be delivered on campus through a seminar combining tutor delivery and application through individual and group tasks. Students will be encouraged through tutor input and class based and online activities to apply strategic models and internationalisation strategy to real-life organisations, and make judgements on strategic direction and effectiveness. Formal input will cover the module content, supplemented by pre-reading, small group activity and discussion and online tasks. Students will produce an evaluation of an international company's position to demonstrate their understanding and higher-order thinking skills. Students will also compile a report evaluating a company's strategic decision-making. The summative assessment tasks are designed to meet the module learning outcomes.

ASSESSMENT METHODS

This module is assessed through an examination and a group presentation.