

MODULE DESCRIPTOR

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

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:

- 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
- Global Risk Management
- Crisis Management and Leadership

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.

Distance Learning

The module tutor will deliver live online lectures through Microsoft Teams. During the live lectures the participating students will have the opportunity to engage in discussions, present their views and ask questions. The lecture sessions will be recorded and made available to the students through Blackboard. Students who cannot participate in a live lecture will have the opportunity to answer and reflect on guided questions in the subsequent live lectures or participate asynchronously on discussion boards. The module tutor will provide appropriate feedback to students' comments, as a result of the discussions. Feedback will

primarily provided asynchronously through Blackboard, but when the need arises, the module tutor will schedule live sessions to provide further feedback. Where appropriate, students will be also provided with relevant further reading, web links and resources for independent study. Speakers from leading organizations will be invited, where possible, to deliver invited talks and enhance the students' experience.

ASSESSMENT METHODS

This module is assessed through one Exam and one Group Presentation.