

MODULE DESCRIPTOR

MODULE TITLE	Strategy and International Management		
MODULE CODE	MD4100 (L7)	CREDIT VALUE	20 / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND 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

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
- Multinational firms and regional economies
- Host country effects of international firms, the anti-globalization critique
- Organisational relationships and socio-cultural issues
- International strategy
- Managing the Multinational Firm
- 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, and FDI trends.
2. Identify and apply critical perspectives on management theory and the strategic management literature to the evaluation of leading international corporations.

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 essay and a group report.

