



Module Title: Contemporary Issues of International Business & Strategic Management

Module Coordinator: Dr Julia Korosteleva

Module Code: SESS1006

Pre-requisites: SESSXXX Interactive Strategies in Economics & Management

Credit Value: 0.5 cu

Runs in (2014/15): Spring Term

Provisionally Taught at: TBC

Compulsory for: 1st year EBEES, EBESYA

Module Outline

Contemporary Issues of International Business & Strategic Management (CIIBSM) aims to provide a comprehensive introduction to the key aspects of operations and management of international business placed within organizational, environmental and managerial context. The underlying concepts of international business will be discovered through the study of real-world examples. The knowledge that students will have acquired by the end of the course will serve as a solid foundation on which further studies can be applied. The course can be broadly divided into two major parts: the Nature of International Business & its External Environment; and the International Strategic Management. We will review and challenge key theories and evidence underlying current trends in International Business development using examples from the most recent research. The first part of the course will broadly introduce students to the concept of International Business (IB) and how it has evolved over the past few decades. We will discuss the key theories explaining the internationalisation of firms, and recent trends underlying international business developments. Next we will consider the external environment of International Business, in particular focusing on how a variety of institutional contexts affect the functioning and decision-making of Multinational Enterprises (MNEs). Specific attention will be devoted to the discussion of the importance of MNEs for host economies, and their interaction with the Government, largely drawing on the bargaining theory and illustration of the application of the game theory to explaining such interaction. The second part of the course will be devoted to the issues of strategic business management, starting with the discussion of foreign entry modes; international competitive dynamism and the way it shapes the formation of global corporate strategy; the choice of an organisational structure; production, human resources and marketing strategies; financial strategic management; and corporate social responsibility. Additionally, the module will also introduce students to the aspects of international business operation and strategic management in the context of emerging economies, with emphasis on the countries of Central and Eastern Europe and the BRICS economies.

At the end of the module you should have fulfilled the following objectives

1. To understand and analytically interpret the main concepts pertaining to international business operation and development.
2. To critically examine stylized facts of international business trends globally, and in the context of emerging markets, relating them to the underlying concepts of international business.
3. To critically analyse and compare the suitability of different strategies to be adopted by managers of MNEs.
4. To build a solid foundation on which further business studies can be developed.

Assessment Methods

Assessment Style: Assessment is comprised of summative assessment, including a team-based project of 3000 words and a two-hour written exam; formative assessment of students' work in tutorials to provide them with ongoing feedback on case study discussions, solving problem sets and oral presentations to facilitate their learning as it progresses.

Assessment Weighting: coursework – 25%; exam – 75%.

Preliminary Reading

Rugman, A. M. & S. Collinson (2012) *International Business*, 6th edition, Prentice Hall: London.

Hill, C.W.L. (2012) *International Business: Competing in the Global Marketplace*, 9th ed. McGraw-Hill.

Dicken, P. (2011) *Global Shift: Mapping the Changing Contours of the World Economy*, 6th ed. Sage Publications: UK(London).

Peng, M. & Meyer, K. (2011) *International Business*, 1st ed.; Cengage.