

MODULE DESCRIPTOR

Module Title

International Business Strategy

Reference	BSM840	Version	2
Created	August 2021	SCQF Level	SCQF 11
Approved	February 2019	SCQF Points	15
Amended	August 2021	ECTS Points	7.5

Aims of Module

To provide students with the key concepts and frameworks, from established and emerging academic and practitioner thinking, required for formulating and analysing international business strategies. Throughout the module, there is a focus on the importance of social responsibility, sustainability, accountability and ethics in the context of global trends and in conducting and applying international business strategy.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Critically evaluate, select and apply suitable strategic management concepts, models and frameworks to inform and address management issues in complex international business contexts.
- 2 Critically evaluate sources of firm-specific advantages and location advantages in international business.
- 3 Synthesise coherent plans for market selection, timing and entry-method decision making in an international business context.
- 4 Critically evaluate strategies for configuring and co-ordinating geographically dispersed operational value chains and supply chains for competitive advantage.

Indicative Module Content

Core concepts in international business strategy. The firm as a set of resources within its external business environment. The identification of core competence and firm-specific advantages and their transferability in international contexts. Location advantages and country-specific assets as sources of competitive advantage. Strategic consequences of localisation and globalisation effects. Market selection, timing and entry (or exit) decision making in an international business context. Sources of risk and the selection and deployment of methods to evaluate risk and developing mitigation strategies to minimise risk. Evaluation of options, modes and choices of a strategic nature with consideration of criteria for successful implementation and ongoing monitoring. Strategies for the coordination and management of international supply chains and the development of foreign locations as sources of new competitive advantage. Leading the contemporary international business organisation, managing innovation and dilemmas relating to issues of the triple bottom line (people, profit and planet).

Module Delivery

On-campus mode is delivered by lectures, interactive group work, case study tutorials and directed self-study. Online learning mode is delivered through self-directed learning from web-based learning materials, interactive activities and online discussion.

Indicative Student Workload

Full Time Part Time

Contact Hours

36

36

Non-Contact Hours

114

114

Placement/Work-Based Learning Experience [Notional] Hours

N/A

N/A

TOTAL

150

150

*Actual Placement hours for professional, statutory or regulatory body***ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:

Coursework

Weighting:

100%

Outcomes Assessed:

1, 2, 3, 4

Description:

An individual report.

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

Component 1 comprises 100% of the module grade. To pass the module, a D grade is required.

Module Grade

Minimum Requirements to achieve Module Grade:

A

A

B

B

C

C

D

D

E

E

F

F

NS

Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module

None.

Corequisites for module

None.

Precluded Modules

None.

INDICATIVE BIBLIOGRAPHY

- 1 COLLINSON, S., NARULA, R. and RUGMAN, A.M. 2017. *International business*. 7th ed. Harlow: Pearson.
- 2 DANIELS, J.D., RADEBAUGH, L.H. and SULLIVAN, D.P., 2019. *International business: environments and operations*. 16th ed. Harlow: Pearson.
- 3 DICKEN, P. 2015. *Global shift: mapping the changing contours of the world economy*. 7th ed. London: Sage.
- 4 JOHNSON, G., WHITTINGTON, R., SCHOLLES, K., ANGWIN, D., REGNER, P. 2017. *Exploring strategy: text and cases*. 11th ed. Harlow: Pearson.
- 5 LASSERRE, P., 2018. *Global strategic management*. 4th ed. London: Palgrave Macmillan.
- 6 VERBEKE, A., 2013. *International business strategy: rethinking the foundations of global corporate success*. 2nd ed. Cambridge: Cambridge University Press.