

Module code: MOD009089	Version: 1 Date Amended: 12/Dec/2022
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1. Module Title
International Business Strategy

2a. Module Leader
Nathaniel Okodugha

2b. School
Faculty of Business Innovation and Entrepreneurship at ARU Peterborough

2c. Faculty
ARU Peterborough

3a. Level
7

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Global megatrends such as globalisation, digitisation, demographic changes, and technological changes are impacting international business strategy in the 21st century. This module has been designed to enable you to gain a comprehensive understanding of the major challenges and opportunities associated with the formulation and implementation of contemporary international business strategies. You will be encouraged to interrogate the contextual, contemporary, political, technological, and economic concepts and theories that shape international business strategy. You will gain the skills to think critically and consider how to address global 'wicked problems' that are not amenable to off-the-shelf solutions. This module will examine how global companies negotiate key strategic issues in volatile, uncertain, complex, and ambiguous contexts. You will be ready to comprehend and respond to global challenges in international strategic management; prepare for a career in international and multinational companies, or NGOs and SMEs with an international outlook; and focus on sustainability and ethics in Marketing, Human Resources Management or Operations Management and global sourcing departments.

6b. Outline Content

Topics covered in this module include, contemporary theories and case studies of international business strategy, globalisation and local markets, options for Foreign Direct Investment (FDI), global company structure and organisation, market entry options, sustainability, and business ethics.

Context and research

The context of international business strategy research

Research methods in international business

Rationales for international business expansion

The external environment for global companies

Global companies and key strategic issues.

International business strategy

Entry mode dynamics

Firm specific and location advantages

Emerging economies and Multinational Enterprises (MNE)

Decision making options for internationalisation

Structure and control of the MNE.

Challenges and opportunities

Wicked problems and clumsy solutions

Sustainability and ethics

International Marketing

International Sourcing

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Critically appraise the key concepts and themes of international business strategy in contemporary organisations;
2	Knowledge and Understanding	Develop a systematic understanding of business research methods in relation to international business strategy and management;
3	Knowledge and Understanding	Critically appraise the challenges and opportunities for international business in the contemporary environment;
4	Intellectual, practical, affective and transferrable skills	Evaluate options for the development of viable solutions to the challenges facing international business strategy development;
5	Intellectual, practical, affective and transferrable skills	Evaluate decision-making approaches, with real world application, using principles and philosophies of international strategy development;
6	Intellectual, practical, affective and transferrable skills	Effectively manage and participate in team-based activities, demonstrating skills such as the ability to recognise and use individual contributions, negotiation, persuasion, delegation and team development and control.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-6	2 x 1hr tutor-led workshop for 12 weeks
Other teacher managed learning	36	1-6	2 x 1hr seminar for 12 weeks 12 hrs screencasts/video resources
Student managed learning	240	1-6	Independent learning
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	2 3 5 6	40 (%)	Fine Grade	40 (%)
Group business research proposal 20mins (2,000 words equivalent)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1 3 4 5	60 (%)	Fine Grade	40 (%)
Timed-release report (3,000 words)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*). In addition, students are required to: (a) achieve the qualifying mark for each element of fine graded assessment as specified above (b) pass any pass/fail elements [* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]
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