Module Definition Form (MDF)

Module code: MOD010299	Version: 2 Date Amended: 05/Jul/2024

1. Module Title
International Business Strategy

2a. Module Leader
Pi-Chi Chen

2b. School
School of Economics, Finance and Law

2c. Faculty
Faculty of Business and Law

3a. Level
7

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	This module is restricted to MSc International Business with pathways		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

International business strategy evaluation and formulation are crucial tasks within all organisations, requiring the analysis of complex information. This module aims to broaden and deepen your understanding of critical and strategic issues and activities in international business. It introduces the tools, theories, and concepts of international business strategy for multinational enterprises (MNEs). Through this module you will develop an understanding of firms' internal and external environments, critically assessing their strategies and proposing and evaluating strategic options. By learning how to analyse international firm strategy, you will gain insight into how firms strive to achieve and maintain competitive advantage and what distinguishes successful companies. Additionally, this module aims to develop skills in interpreting and analysing complex real-world issues using theoretical perspectives, concepts, models, and data. The emphasis is on using theory to inform practice and address real-world problems.

6b. Outline Content

The indicative content for the module includes the following:

Part one: Foundation concepts

Introduction to international business

- Theories of the international firm

Part two: The external environment

The institutional/political dimension

- The societal dimension
- The economic dimension

Part three: Strategy and opportunity assessment

Strategy and organisation in international firm

- Global market opportunity assessment

Part four: Dynamics of international business strategy

Foreign director investment

- Strategic alliance partners
- Mergers and acquisitions
- Emerging economy multinational enterprises
- Multinational entrepreneurship

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	Evaluate external and internal environments of international firms using relevant tools, theories, and concepts to identify strategic challenges and opportunities in international business.
2	Knowledge and Understanding	Critically analyse ideas and evidence to recognise, interpret and account for the complexity of business management conducted across national boundaries.
3	Intellectual, practical, affective and transferrable skills	Effectively identify problems and recommend an alternative course of action to deal with the complex conceptual problems faced by international managers.
4	Intellectual, practical, affective and transferrable skills	Communicate effectively in writing, contribute to effective performance within a team environment, and conduct and influence the decision-making process.

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	0	None	None
Other teacher managed learning	27	1-4	2 hour Student led Workshop (2 hr x 12 weeks) Screencast or equivalent (20 minute maximum) x 10 weeks minimum.
Student managed learning	123	1-4	Learning activities provided and explained on Canvas.
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	**Assessment Method**	**Learning Outcomes**	**Weighting (%)**	**Fine Grade or Pass/Fail**	**Qualifying Mark (%)**
010	Practical	1-4	30 (%)	Fine Grade	40 (%)
20 minute presentation (1500 words equivalent)					
Assessment No.	**Assessment Method**	**Learning Outcomes**	**Weighting (%)**	**Fine Grade or Pass/Fail**	**Qualifying Mark (%)**
011	Coursework	1-4	70 (%)	Fine Grade	40 (%)
Report (1500 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]