

Module code: MOD010777	Version: 1 Date Amended: 28/Jan/2025
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1. Module Title
International Business Strategy and Practice

2a. Module Leader
Charles Obinwa

2b. School
School of Economics, Finance and Law

2c. Faculty
Faculty of Business and Law

3a. Level
6

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:	BSc (Hons) International Business Management; BSc (Hons) International Business Management [accelerated], BSc (Hons) International Business Management [extended], BSc (Hons) International Business Management (with placement year), BSc (Hons) Finance with Economics, BSc (Hons) Finance with Economics (with placement year), BSc (Hons) Business with Economics, BSc (Hons) Business with Economics (with placement year), BSc (Hons) Business with Economics [extended].		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
You'll build your knowledge and skills as you navigate the complexities of international business strategy in dynamic and competitive global environments. It emphasizes the importance of business analytics and strategic frameworks in decision-making, fostering innovation, and addressing sustainability challenges across borders. The module is designed to develop your entrepreneurial mindset by encouraging creativity, opportunity identification, and risk assessment in global contexts. It integrates a focus on international innovation and management, enabling you to understand how to drive innovation across borders and manage diverse teams effectively. Additionally, the module enhances employability skills, including strategic thinking, leadership, teamwork, and cross-cultural communication. You'll learn to apply theories and frameworks to practical business scenarios, with a strong emphasis on sustainability and adaptability in volatile, uncertain, complex, and ambiguous (VUCA) environments.
6b. Outline Content
• Conceptual Foundations of Contemporary International Business Strategy • Theories of International Business • Frameworks for Planning, Evaluating, and Adopting Strategic Options • International Entrepreneurship • Entry Strategies into the International Market • International Innovation • Measuring Organisational Performance • Leading and Managing Strategic Change • Integrating Environmental Sustainability and Corporate Social Responsibility
6c. Key Texts/Literature
The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources
Business simulation game software/platform

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	Analyse and evaluate the conceptual foundations and contemporary theories of international business strategy, applying strategic frameworks to address global challenges;
2	Knowledge and Understanding	Apply strategic frameworks and business analytics to real-world scenarios, demonstrating the ability to manage innovation and measure performance in diverse global contexts;
3	Knowledge and Understanding	Lead and manage strategic change in the culturally complex international business environment;
4	Intellectual, practical, affective and transferrable skills	Formulate and evaluate international market entry strategies, incorporating entrepreneurial opportunities, risk assessment, and adaptability to VUCA environment;
5	Knowledge and Understanding	Integrate principles of sustainability and corporate social responsibility (CSR) into international business strategies, promoting ethical and sustainable practices;
6	Intellectual, practical, affective and transferrable skills	Reflectively evaluate the experience in the module and the application of learned concepts and theories.

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	22	1-6	2-hour Tutor-led Lecture (2 x 11 weeks)
Other teacher managed learning	28	1-6	2-hour Student-led Workshop (2 hr x 12 weeks) Cambridge and Chelmsford delivery: Screencast or equivalent (20-minute maximum) x 10 weeks.
Student managed learning	250	1-6	Learning activities provided and explained on Canvas and assessment preparation.
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	1-5	60 (%)	Fine Grade	30 (%)
20-minute group presentation of an authentic assessment (One of: Live Brief, Business Simulation game, Business Case Analysis) OR 20-minute group presentation of a COIL project					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	6	40 (%)	Fine Grade	30 (%)
1500-word reflective report on the module and assessment undertaken (One of: Live Brief, Business Simulation game, Business Case Analysis) OR 1500-word reflective report on the module and the COIL project.					

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]