

Module Details	
Module Title	International Business Strategy
Module Code	SIB5001-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Tutorials	12
Lectures	24
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
The aim of this module is for you to discover and fully appreciate the vital importance of different strategies for organisations in the global business context.

Outline Syllabus
The module will help you to understand the key internationalisation theories, cross-cultural management, operational modes, and corporate strategies that can influence the competitiveness and international performance of any cross-border activities. You will also develop a sophisticated understanding on the impact of Brexit on International Business (IB). The module will provide the opportunity for students to develop their critical thinking and analytical skill throughout class discussion and coursework assessment.

Learning Outcomes	
Outcome Number	Description
01	01. 1a) Demonstrate knowledge and critical understanding of established conceptual principles of international business strategy. 1b) Understand the major theoretical perspectives underlying foreign direct investment. 1c) Demonstrate critical understanding of the international market entry process, of how governance structures are selected, how international markets are appraised and a sound understanding of staffing for foreign operations. 1d) Demonstrate knowledge of the major issues leading to joint ventures/partnership formation and how that evolve/change. 1e) Demonstrate understanding of the impact of Brexit on cross-border activities.
02	02. 2a) Employ a range of established techniques to initiate and undertake critical analysis of major issues associated with international business strategy and propose solutions to problems arising from that analysis. 2b) Able to apply foundational concepts and theories of international business to understand contemporary real-life situations and case studies of international business. 2c) Appreciate the cross-cultural challenges of managing business abroad, and apply this learning to effectively collaborate with peers and academic staff.
03	03. 3a) Assess your on-going learning needs for this module, take personal responsibility and show initiative towards fulfillment of learning needs. 3b) Effectively communicate information, arguments and analysis in report form and face to discussions with peers and tutor. 3c) Demonstrate the ability to develop effective working relationships with peers and academic staff.

Learning, Teaching and Assessment Strategy
The delivery of the module will be through lectures, tutorials and direct study.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	3 x 1000 word answers	100%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.