

Number of ECTS credits : 3

Course language : English

Course leader : HACHE Thibault

Speakers : SU Peiran

≡ COURSE DESCRIPTION

How do firms plan for success in the dynamic landscape of international business? International firms need to formulate company policies that take account of the fact that they manufacture, service, employ and market to or in countries with different laws, different beliefs and different levels of socio-economic development compared to a firm's country of origin. This course gives you the chance to look in-depth at how strategy is formulated, articulated, and enacted in an international context. The course provides an insight in and understanding of the management challenges associated with developing strategies and managing the operations of companies whose activities stretch across national boundaries. These insights and understanding are mainly gained through theory- and case-based group discussions of the relevant literature after students have developed their own opinions.

≡ COURSE OBJECTIVES

Upon successful completion, students will have the knowledge and skills to:

1. Explain and illustrate the international strategic management processes used by top level management in multinational enterprises.
2. Question and evaluate the essential components of international strategic management, strategic analysis, and strategic formulation in multinational enterprises.
3. Apply relevant theoretical models to better understand international strategic decisions, , demonstrating thorough understanding of the various international strategic management concepts and their practical application.
4. Identify new challenges and opportunities arising in the global marketplace and use the tools provided in this course to advise firms crossing international borders.
5. Communicate effectively in oral and written forms about international strategic management, using appropriate concepts and logic.

≡ TACKLED CONCEPTS

Concepts and topics covered will include:

- Key topics in an international context, e.g., geographic diversification, ecological transition, digital transformation, and cross-border acquisition.
- Central concepts in international strategic management, e.g., export strategy, global strategy, multi-domestic strategy, and transnational strategy.
- Popular frameworks and tools for strategic analyses in an international context.

≡ LEARNING METHODS

This course maintains a balance between research-informed and business case-informed teaching based on a student-centred approach. The course materials contain textbooks, online materials, business cases, and academic papers. There are group work and in-class discussions to stimulate collaborative learning.

≡ EXPECTED WORK AND EVALUATION

Students are expected to read course materials and business cases for their preparation.

The evaluation has two components.

1. Final individual exam – 60% of final mark. [Details will follow.]
2. Group presentation – 40% of final mark. [Details will follow.]

Further details to be provided soon. Course evaluation subject to change.

≡ BIBLIOGRAPHY

For key concepts and theories in strategy, please refer to, e.g.,

Johnson et al. (2020) *Exploring Strategy: Text and Cases* (12th ed) or its previous editions.

For broader knowledge and understanding of international business, please refer to, e.g.,

Daniels et al. (2018) *International Business: Environments and Operations* (16th ed.)

Rugman et al. (2006) *International Business* (4th ed.)

For further readings, please refer to, e.g.,

Collis (2014) *International Strategy: Context, Concepts and Implications*

Gooderham (2019) *Global Strategy and Management: Theory and Practice*

Tallman (2007) *A New Generation in International Strategic Management*

≡ EVALUATION METHODS