

Advanced Topics in International Business

Academic Year 2011/12

Number of ECTS Credits: 7.5

Elective Module

Module Summary

The objectives of this module are to broaden and deepen students' knowledge of international business strategies and the contexts in which they are developed and implemented and thus to prepare students either for an internationally oriented career in international business or for international business research.

At the end of the module, students should have the ability to assess the effects of major economic, management, policy and technical trends and factors on businesses operating internationally; understanding of shifting competitive advantage and international strategy formation and evolution in advanced as well as emerging/transition economies; the ability to use relevant models in appraising and formulating international business strategies.

Many of the sessions use material developed from the lecturer's and guest lecturers' own research and consultancy work. In addition, extensive use is made of international business case studies and examples.

Module Content:

- Major trends and issues in international business
- International Trade Theory and Practice
- **Guest lecturer**
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- Global monetary system
- Multinational Firm strategy (entry mode & make or buy)
- International Technology Transfer





