



BSM636 Advanced Topics In International Business

Number of Aston Credits: 10

Number of ECTS Credits: 5

Staff Member Responsible for the Module:

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Availability: Please see office hours on door

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Other Staff Contributing To the Module

Ms Charmi Patel, Work & Organisational Psychology Group

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Pre-requisites for the module:

BSM632 International Business

Mode of Attendance:

On campus

Module Objectives and Learning Outcomes:

The objectives of this module are to build on BSM632 to broaden and deepen the 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 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;
- > The 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.

Module Content:

Week 1:	Major trends and issues in international business
Week 2:	International Trade Theory and Practice
Week 3:	Guest lecturer
Week 4:	Guest lecturer
Week 5:	Guest lecturer
Week 6:	Global monetary system
Week 7:	Multinational Firm strategy (entry mode & make or buy)
Week 8:	International Technology Transfer
Week 9:	Review session
Week 10:	Examination

Corporate Connections:

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

International Dimensions:

The entire module is international in nature with a focus on international business strategy in the context of a changing international environment. In addition, the coursework for this module is linked to international study visits organised in collaboration with Aston Business School's European partner institutions.

Contribution of Research:

Teaching on this module is informed by lecturers' research and consultancy in the areas of collaboration between firms in industrialised and emerging /transition economies and the development of capability and competitiveness of firms these economies.

Method of Teaching:

A combination of lectures, interactive case study discussions, syndicate group work and syndicate group presentations will be employed. Lectures will highlight the major issues themes and business strategies and relate them to theoretical models and frameworks. Case studies and other syndicate group work are intended to:

- > Provide experience in the application of theories and frameworks in examining international business strategies
- > Develop more in depth understanding
- > Cultivate abilities to critically appraise theories and strategies. A number of guest lecturers with expertise and experience in different areas of international business research will contribute to the module.

Method of Assessment and Feedback:

Two hour closed book examination (70%). Coursework (30%).



Learning Hours:

Contact and directed learning (lectures /syndicate groups / discussions / presentations)	27
Private study, reading and additional group work	56
Company study group work	15
Assessment	2
Total	100

Essential Reading:

Hill CWL (2009), *International Business : Competing in the Global Marketplace*, 8th Edition, London: McGraw-Hill and Irwin.

Indicative Bibliography:

Daniels, J.D., Radebaugh, L.H. and D.P. Sullivan (2009). *International Business: environments and operations*, 13th ed; Pearson.

Rugman, A.M. and Collinson, S. (2009). *International Business*; 5th ed; Prentice Hall.

Barba Navaretti, G. and Venebles, A.J. (2006). *Multinational Firms in the World Economy*, Princeton University Press.

Useful online sources include:

Business Source Premier, Econlit, Datastream, Proquest, Orbis, United Nations Conference on Trade and Development (UNCTAD), Journal of International Business Studies, Transnational Corporations.

