MN3126 – International Business

**MODULE TYPE/SEMESTER:** Honours/Option (20 Credits)/Semester 2

**PRE-REQUISITE(S):** MN2001 and MN2002

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**AIM:**
This module aims to develop students’ knowledge and understanding of international business (IB). It will provide a deep contextualisation of contemporary issues and debates within IB. The module will explore both the changing contours of the world economy and how international businesses are deeply embedded in a complex web of multi-scaler, multi-form and a multi-causal series of relationships. Drawing on theoretical constructs from a variety of perspectives and disciplines (such as international business, international political economy and economic geography), the module will help to aid the students’ understanding of why businesses become internationalised and what happens as a consequence of these complex processes. Following completion of the module each student should have a good understanding of the theoretical, practical and ethical issues associated with IB. The intention is to approach each topic from a range of different theoretical perspectives, including mainstream and more critical discourses.

**METHOD OF TEACHING & LEARNING:**
In terms of structure, the module will be delivered in weekly two-hour classes that will consist of didactic input, facilitated small group discussion and case analysis. There are four formal tutorials during the course of the module. Details of the format of these are outlined below. The lecture will be fun but demanding and students should treat attendance at the main class session as important and student tutorials as mandatory.

**LEARNING OUTCOMES:**
By the end of the module, students should be able to:
- critically evaluate a range of contemporary conceptual issues confronting international businesses and organisations;
- assess the way international businesses operate and how they interrelate to other global economic actors;
• compare, contrast and evaluate differing theoretical, practical and ethical positions in relation to issues covered when examining the context of IB;

• understand how a range of critical issues in international management and organisations impact on enterprises;

• critically evaluate how issues covered in the curriculum manifest themselves in their chosen area of study;

• critically evaluate their own position with respect to the issues covered in the curriculum.

INDICATIVE TOPIC OUTLINE:
Lecture Topics per week:

1: Introduction to module and approach.
Definitions of globalisation; introducing IB terminology – FDI, MNEs; mapping the contours of the global economy; conceptualising the global economy -Buckley’s ‘global factory’ and Global Production Networks concepts etc.

2: Globalisation: Conflicting perspectives on globalisation; Neo-liberalism, free-trade and the ‘Washington Consensus’; Is home nationality redundant? FDI attraction strategies and public policy; Apple as a Case study in the complex, contested nature of globalisation

3: Variegated Capitalism and the global business environment; Demographic, Cultural, Political, Financial and Institutional Actors; The Regulatory environment; What is going on in the world economy? The world financial crisis and economic and institutional change.

4: The State and International actors within the Global Environment; Increasing Regional Trade Agreements, International Institutions (IMF, World Bank, WTO, UNCTAD); Do bi-lateral trade deals undermine the multi-lateral trading system?; A case study of state-driven development

5: Theoretical concepts for explaining IB: why do firms become internationalised? Dunning’s eclectic theory, product life cycle theory, the Uppsala model of IB; incremental v instant internationalisation; critique of linear stage models

6: The Changing Strategy of International Business; complex realities of business internationalisation; The ‘Born Global’ phenomenon; A Case Study of internationalisation within Scottish ‘born globals’

7: The Structure of International Business; Global Production Networks; HQ- Subsidiary relations, the entrepreneurial subsidiary; changing strategic relationship; choice of entry mode for SMEs; Case study.

Mid-semester break: two week vacation

8: The changing nature of International Business in different sectorial and spatial environments; Is the world flat; the death of distance? The uneven nature of geography and IB; offshoring and now inshoring; increasingly complex spatial architecture within IB; Case study.

9: The Role of Emerging Markets in the global economic environment; NIEs to BRICS; Outline the concept of the ‘developmental’ state; The role of the state in emerging market economies; A Case study of the transformation of a BRIC economy

10: The Economic Benefits of International Business: Who are the winners and losers from IB? Direct economic spillovers from FDI: human capital upgrading; supplier linkages;
technological upgrading; taxation etc. Weak embeddedness issues. Case study to demonstrate low developmental impacts.

11: Ethical Issues and International Business; worker exploitation, environmental degradation; political instability; human rights abuses; the threat of international terrorism; a case study of BP Deepwater Horizon

12: Revision Session

ASSESSMENT:
- Continuous Assessment - Individual essay of 2,000 words (30%)
- Group project and case study presentation (10%)
- Two hours examination (60%)

CORE READING LIST:
Core Text
Module 3126 has a key text which you can either purchase or consult on a regular basis in the short loan collection of the University library. This book covers a lot of the material which will be examined during the course of the module.

_Dicken, P. 2015. Global Shift: Mapping the Changing Contours of the World Economy._

Leading Academic Journals Covering International Business Issues
Students are encouraged to have a look at some of the current issues of the key academic Journals within international business. Some examples of these journals are provided below. The library subscribes to most of these journals or can obtain articles through inter-library loans.

Reading: Journals
- Academy of Management Journal
- Academy of Management Review
- Administrative Science Quarterly
- British Journal of Management
- Business Strategy Review
- Cambridge Journal of Regions, Economy and Society
- Entrepreneurship Theory and Practice
- Environment and Planning C: Government & Policy
- Global Strategy Journal
- Harvard Business Review
- Journal of Business Strategy
- Journal of Business Venturing
- Journal of International Business Studies
- International Business Review
- Organization Science
- Sloan Management Review
• Small Business Economics
• Strategic Management Journal
• Regional Studies

Key Statistical Resources and Access to Databases

http://libguides.st-andrews.ac.uk/management?hs=a

Some Useful Key Weblinks
http://aib.msu.edu/
http://www.worldbank.org/
http://www.adb.org/
http://www.oecd.org/

General Course Reading List
Each week will have specific reading assigned to it which can be found on the weekly reading list on Moodle. An ability to read widely on a whole variety of topics will underpin your ability to be a reflective practitioner now and in the future. If you are not already doing so it is appropriate for you to read the business pages of quality newspapers (FT, Guardian) or weekly publications like The Economist/BusinessWeek to reflect on how the news items relate to your studies. Moreover, reading books that explain how the world comes to be the way it is, as well as how you might respond to that world, is an on-going task. Reproduced below is a selection of reading to reflect the material covered in the module. Please revisit this list and broaden your knowledge and understanding by committing to reading at least two or three of the texts that most appeal to your interests (alongside the specific reading offered in each session).