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, 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 (i.e. assessed student-led seminars) during the course of the module. The lectures and tutorials will be underpinned by various theories and therefore 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 the module and international business**: Mapping the contours of the global economy; introducing IB terminology – FDI, MNCs; the power of MNCs; different waves of globalisation; definitions of globalisation; conflicting perspectives on globalisation; a critical discussion on globalisation, international trade and poverty.

2. **International business, MNCs, and Global Value Chain**: The roles of MNCs in global economy; the power of MNCs; introducing the concept of Global Value Chain; the promises and limitations of GVC; different modes of Global Value China governance.

3. **The economic & social impacts of FDI**: Short-term and longer-term benefits of FDI; country level effects (wage spillovers, productivity, etc); FDI spillovers and industry upgrading; FDI and human rights.

4. **The State, international trade and FDI**: why and how state government regulate and influence international trade and FDI; the complex relationship between state and MNCs; the obsolescing bargaining and sovereignty at bay theories.

5. **IB theories and foreign entry strategies**: Theoretical concepts for explaining IB: why do firms become internationalised? Dunning’s eclectic theory; the Uppsala model of IB; strategic objectives for entering an overseas market; different types of entry modes.

6. **Challenging IB theories with emerging market MNCs**: The rise of emerging market MNCs; competing viewpoints on emerging market MNCs and IB theories; LLL framework; the springboard perspective; challenging classic IB theories.

7. **Variegated Capitalism and the global business environment**: Institutions and international business environment; institutional theories and frameworks; Varieties of Capitalism and the cases of Germany and USA.

8. **The strategy and structure of International Business**: The integrative-responsiveness framework; global strategy, international strategy, localisation strategy and transnational strategy; linking strategy with organizational structure;

9. **New perspective on IB, strategy and structure**: The dynamic of HQ-subsidiary relationships; introducing the power and political perspectives; dimensions of power; power capabilities of HQ and subsidiary actors.
10. **Ethical Issues and International Business**: case study of ethical issues and CSR; child labour and modern slavery in international business; stakeholder and shareholder perspectives; introducing the concept of Codes of Conduct; the promise and limitations of codes of conduct.

**ASSESSMENT:**
- Continuous Assessment - Individual essay of 2,000 words (30%)
- Group project: student-led seminar (10%)
- Two hours examination (60%)

**CORE READING LIST:**

**Core Text**
Module 3126 has two key texts which you can either purchase or consult on a regular basis in the short loan collection of the University library. These two text books cover a lot of the material which will be examined during the course of the module.


**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.

- 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
- 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
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 some of the essential readings 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).

On Global Value Chains


On Economic & Social Impact of FDI

• Rugraff, E. (2010). Foreign direct investment (FDI) and supplier-oriented upgrading in the Czech motor vehicle industry. Regional Studies, 44(5), 627-638.


On the role of state in IB


On IB theories


On Strategy and Structures of International Business


• Power, institutions and the cross-national transfer of employment practices in multinationals - Anthony Ferner, Tony Edwards, Anne Tempel 2012


On Emerging Market Multinationals


On Ethics in International Business
