




INTERNATIONAL BUSINESS STRATEGY MODULE IN BRIEF

Teaching Staff: Prof. Dr. John Saeed

The module focuses on the strategic challenges and opportunities confronting modern organizations which compete in contemporary global economy.

The module is structured around three broad considerations:

-  *The context of global business:* This module explores macro trends that increasingly define today's global business environment, viz. the globally connected economy in the 21st century.
-  *Strategy for international markets:* Strategy frameworks for entering, competing, and growing in international markets. Specifically, the module introduces analytical frameworks for foreign market selection, entry and competitive strategies, and growth strategies, including cross-border mergers, acquisitions, and strategic alliances.
-  *Global strategy implementation:* This module examines various issues related to global strategy implementation, such as organizational structures and control systems, learning and capability building, innovation, and how to leverage opportunities within globally connected economy in the 21st century.

This module is taught in a highly interactive manner, involving active student participation in class room through a variety of teaching and learning paradigms, including: formal lectures; real case analysis; seminars; video presentations; Q&As; and the development of an international business strategy for a company/product and service, as chosen by students.

A full module description made up of a list of specific lectures/seminars and mode of assessment plus a list of prescribed and recommended literature will be handed in to students during the first lecture.