

Module specification

Title	Global Business Strategy				
Code	MBB7007M	School	Business School	Cost centre	2703
Level	7	Credits	20	Available for incoming study abroad	Yes
Pre-requisites¹	None			Barred combinations	None

Total number of study hours for the module:	200
which will include the following:	number of hours:
timetabled contact	35
placement	N/A
field trips	N/A
other - please give further detail below:	

Rationale
<p>This course introduces students to key international business theories and concepts. It considers the strategic role played by transnational firms (TNCs) as the primary movers and shapers of the global economic system. Students will gain an appreciation of the principal institutional and organisational macrostructures of the global economy, the role of the state, international organisations and regional trading blocs in shaping international business and consider the impact of the diverse national business systems on firm strategy.</p> <p>The wide range of theories, frameworks and methodologies included in this course will challenge students to develop a highly analytical approach to IB theory and practice. Students will be exposed to a critical approach to International Business research to equip them with necessary analytical skills in a rapidly changing global environment.</p> <p>This course will focus on the following main topics:</p> <ul style="list-style-type: none"> • Processes of globalisation and the transnational firm • Global Value Chains and Global Production Networks • The State in international business • The internationalising firm and national business systems • International business and regional trading blocs <p>Upon successful completion of the module students will be able to:</p> <ol style="list-style-type: none"> 1. Identify and analyse the nature of international markets and the forces and drivers that interface with the development and implementation of international business strategy. 2. Demonstrate a critical understanding of both current and extant theories and concepts of strategy formulation and development in the international environment. 3. Critically evaluate the formulation of business strategies in response to the challenges of internationalisation and how they reflect changes in both the domestic and international business environments.

Title(s) of awards to which the module contributes	Award Programme Learning Outcome(s) to which the module is mapped (PLO4.1, PLO5.3 etc.)
MBA	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6,
MBA (with year in industry)	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6,

¹ A module that must have been taken but no requirement that it must have been passed.

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MBA Finance	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6,
MBA Healthcare Management	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6,
MBA Project and Operations Management	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6,
MBA Quality Management	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6,
MBA Strategic Human Resource Management and Leadership	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6,

Assessment (include expected word length for written work and duration for examinations)			
#	type	description	weighting
1	Written work	Essay (3,500 words)	100%

Indicative content	
<ol style="list-style-type: none"> 1. Globalisation and the changing contours of the global economy 2. Transnational firms and their role in the global economy 3. Global Value Chain governance 4. Global Production Networks 5. The role of the state and international institutions in international business 6. Varieties of Capitalism? – why national business systems differ 7. The EU and why Brexit matters to international business 	

Reading list (insert link)
<p>https://yorksj.rl.talis.com/modules/mmbb07.html</p> <p>Core module book: Dicken, P. (2014) <i>Global Shift: Mapping the changing contours of the world economy</i>. 7th Edition. SAGE: Los Angeles.</p> <p>Other reading list: Coe, N., Dicken, P. and Hess, M. (2008) Global Production Networks: Realizing the Potential, <i>Journal of Economic Geography</i>, 8 (3), 271-295.</p> <p>Coe, N. and Yeung, H-W-C. (2015) <i>Global production networks: theorizing economic development in an interconnected world</i>. Oxford University Press: Oxford.</p> <p>Forsgren, Mats (2013) <i>Theories of the multinational firm: A multidimensional creature in the global economy</i> (2nd ed.). Cheltenham: Edward Elgar.</p> <p>Gereffi, G., Humphrey, J. and Sturgeon, T. (2005) The Governance of Global Value Chains, <i>Review of International Political Economy</i>, 12 (1), 78-104.</p> <p>Nadvi, K. (2008) Global Standards, Global Governance and the Organization of Global Value Chains, <i>Journal of Economic Geography</i>, 8 (3), 323-343.</p> <p>Sinkovics, R., Yamin, M., Nadvi, K. and Zhang, Y.Z (2014) Rising powers from emerging markets – The changing face of international business, <i>International Business Review</i>, 23:675-679</p> <p>Walter, A. and Zhang, X (2012) <i>East Asian Capitalism: diversity, continuity and change</i>, Oxford University Press: Oxford.</p>

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Journals:

Further supplementary readings, especially journal articles, should be indicated for each week's topic.

Version	1	In use from	2020-21	to	
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External examiner code:	
Fee profile:	
Date approved:	June 2019

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