

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MSc International Business Management
FHEQ Level:	7
Course Title:	International Business Strategy
Course Code:	BUSM 7102
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours	21
Independent Learning Hours:	140
Credit	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

Focusing on the macroenvironmental influences in international business this course offers a comprehensive managerial perspective on the strategy, structure, and operations of multinational corporations (MNCs) within the global business environment. It develops knowledge of global trade and political and intergovernmental structures. It explores how MNCs navigate challenges and seize opportunities by leveraging both internal capabilities and external competitive advantages.

Students will examine the international business environment as a framework of constraints and influences—including political, regulatory, technological, and ecological factors—that shape corporate decision-making. The course analyses how multinational enterprises respond to these dynamics from both managerial and functional viewpoints.

Key topics include the formulation and execution of global strategies, organisational design for international operations, and the integration of strategic planning across diverse markets. By the end of the course, participants will gain the tools to critically assess and implement strategies that drive success on a global scale.

Prerequisites:

None

Aims and Objectives:**Aims**

To foster the development of managerial skills for operating within global enterprises by integrating an understanding of the international business environment with the ability to leverage a corporation's comparative advantages.

Objectives

- Critically analyse the key factors that shape and influence the structure of a given business environment.
- Develop a reflective and strategic approach to evaluating corporate strategies in the global marketplace.
- Design functional strategies that optimise international expansion and performance within specific geographical contexts.

Programme Outcomes:

A1, A2; B1, B2, B3; B4; C1, C2; D1, D3, D5

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Course Learning Outcome	Programme-Level Outcome
1. Analyse the key political, regulatory, technological, and ecological factors shaping the international business environment.	A 1, A2
2. Evaluate strategic options available to multinational enterprises for competing effectively in global markets.	B1, B2, B3, B4
3. Design functional strategies that support international expansion and optimise performance across diverse geographical regions.	C1 C2, D1, D3, D5
4. Critically reflect on the integration of corporate comparative advantages into global strategic planning and execution.	B 4.

Indicative Content:

- **Global Business Environment Analysis**
Political, economic, social, technological, ecological, and legal factors (PESTEL framework).
- **Theories of Internationalisation**
Comparative advantage, eclectic paradigm, and global value chains.
- **Strategic Approaches for Multinational Corporations**
Global, transnational, and multi-domestic strategies.
- **Entry Modes and Market Selection**
Exporting, joint ventures, strategic alliances, mergers & acquisitions, and subsidiaries.
- **Organisational Structure for International Operations**
Matrix structures, regional divisions, and global integration vs local responsiveness.
- **Managing Risk in International Business**
Political risk, currency risk, and cultural risk mitigation strategies.
- **Functional Strategies in a Global Context**
Marketing, operations, HR, and supply chain management for international markets.
- **Innovation and Technology in Global Strategy**
Digital transformation, e-commerce, and technological adaptation across borders.
- **Corporate Social Responsibility and Sustainability**
Ethical considerations, ESG frameworks, and sustainable global practices.
- **Strategic Planning and Implementation**
Scenario planning, performance measurement, and global strategy execution challenges.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course will be delivered through a blend of in-person lectures, workshops, and tutorials.

- Lectures will serve to introduce and explore new concepts and theoretical frameworks.
- Workshops will provide students with practical, hands-on experience, focusing on

problem-solving and the application of theory to real-world scenarios.

- Tutorials will offer structured support and guidance for students' coursework and assignments.

Additionally, Guided Learning Hours (asynchronous online activities) will supplement the curriculum with extra learning content. This may include, but not be limited to: flipped classroom activities, recorded lectures, podcasts, vodcasts, quizzes, and online discussions.

Indicative Text(s):

Chattopadhyay, G. (2025) *Global business strategies for success*. S.I.: Educohack Press.

Czinkota, M.R., Ronkainen, I.A. and Gupta, S. (2021) *International business*. New York, NY; Cambridge: Cambridge University Press.

Jansson, H. (2020) *International business strategy in complex markets*. Cheltenham, UK: Edward Elgar Publishing.

Louisot, J.-P. (2024) *Enterprise risk management in today's world: enterprise-wide risk management and strategy: part A*. 1st edn. Edited by S. Grima. Leeds: Emerald Publishing.

Verbeke, A. (2021) *International business strategy: Rethinking the foundations of global corporate success*. Cambridge: Cambridge University Press.

Journals

- *Economist*.
- *Corporate & Business Strategy Review*.
- *Risks*.
- *Mergers and Acquisitions*.

Websites

- *Financial Times*. Available at: <https://www.ft.com> (Accessed: December 2025).
- *The Wall Street Journal*. Available at: <https://www.wsj.com> (Accessed: December 2025).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body	Change Actioned by Registry Services

	(School or AB)	
Guided Learning Hours menu updated	October 2025	
Total Hours Updated	October 2025	