

## Queen Mary Summer School 2020

SUM501A International Business

*School of Business and Management*

### Course outline

Date: 20 July - 7 August 2020

Level: 5

Credits: 15 (Queen Mary credits)

Course leader: Evangelos Markopoulos ([e.markopoulos@qmul.ac.uk](mailto:e.markopoulos@qmul.ac.uk))

Assessment: 1,500 word essay (80%) and a group presentation (20%)

### Course description:

This course offers you a broad overview of the process of economic 'globalisation' and changes in international business over time. The focus is on the multinational firm set in the context of trends in the world economy. It will give you a critical, strategic and comparative perspective on the nature and scope of international business, its origins, development, and theories. You will examine these issues through case studies. Our Mile End campus is in the heart of London's East End, close to the financial district and Canary Wharf, and we have strong links with leading multinational firms that have made London their base.

Teaching in lectures and seminars will be supplemented with a number of structured study and business skills sessions, and field trips in the city of London with current students and members of the School's alumni community. As a student in London, you will also be able to explore the city's unparalleled range of specialist archives and libraries, including the London School of Economics (LSE)'s social science library.

### Learning outcomes:

You will be able to:

- identify the key drivers of international business and assess their differential impacts on firms
- explain the basic theories of international business and critically examine their relevance to contemporary global business
- critically interrogate theories explaining the emergence and activities of multinational firms.

### Approximate cost:

The tuition fees for the **International Business** course are **£1,700**. There may be additional costs for field trips, such as entry to exhibitions, which will be in the region of **£10 - £20**.

All reading material is provided digitally so you are not required to purchase any books.

### Assessments:

The course assessments are not compulsory, however, if you wish to transfer credit for this course to your home university it is essential to complete the assignments.

1,500 word essay (80%)

Group presentation (20%)

### Preparation:

Before you arrive on campus, it is advised that you familiarise yourself with the course content before it begins. You will be given instructions for accessing our Virtual Learning Environment (QMplus) before you arrive on campus.

**Teaching:**

The course is taught in two two-hour sessions per day (10.00 - 12.00 and 13.00 - 15.00), held Monday to Thursday each week.

**Course content:**

|                   |   |
|-------------------|---|
| <b>Session 1</b>  | Globalization history, dimensions, drivers, forces and eras /<br>Paul Krugman and Joseph E. Stiglitz theories on globalization  |
| <b>Session 2</b>  | Multinational Enterprises: types, categories and characteristics /<br>The Integration-Responsiveness framework for international business strategy                        |
| <b>Session 3</b>  | Analysing the International Business landscape /<br>Field trip to the Cutty Sark  |
| <b>Session 4</b>  | Emerging markets and international innovation hubs /<br>Techno-Economic parks: from Silicon Valley to the Cairo Smart Village technology hub                              |
| <b>Session 5</b>  | International business drivers: Yup's market drivers /<br>Field trip to the Museum of London  |
| <b>Session 6</b>  | International business entry modes, strategy, decisions and influence factors /<br>Analysis of equity, non-equity and specialized entry mode with examples                |
| <b>Session 7</b>  | Field trip to the Bank of England /<br>Entry modes case studies analysis with examples and comparisons  |
| <b>Session 8</b>  | International business strategies: the AAA framework, Peng's Tripod and Porter's Five Forces /<br>Analysis of international business strategy and operations case studies |
| <b>Session 9</b>  | Field trip to Thomson Reuters /<br>Product based organization competitiveness for international business development  |
| <b>Session 10</b> | Knowledge based organization competitiveness for international business development /<br>The Blue Ocean Strategy and the Purple Ocean Strategy on international business  |
| <b>Session 11</b> | International Business Synergies and Case Studies /<br>Presentation, analysis and discussion on the Daimler-Chrysler and the FIAT-Chrysler cases                          |

Please note that the information provided may be subject to change.