

COURSE OUTLINE

INTERNATIONAL BUSINESS MANAGEMENT

This course offers students the opportunity to explore the risks and rewards of an international approach to business from a theoretical point of view, to explore some of the cultural and ethical issues involved in international business, and to research the experience of a range of firms who operate globally.

Topics to be covered include:

1. Consideration of the objectives, and reflection on the influences on international business.
2. Decisions on whether to franchise a product, or to involve the home company in direct investment in a host country.
3. Giving thought to the TRIAD of developed nation states, and the future power blocks in international trade.
4. Choosing between the 4 Ps of international marketing.
5. Looking at financial gains in host countries, whilst reflecting on exchange rate stability and taxation of incomes and wealth.
6. Dealing with people and cultures in terms of human resources management, factory layouts and logistics between home and host nations.
7. Researching the development of a product to trade internationally, with an evaluation of its feasibility in the home and host environment.
8. Overview with analysis of current trends and likely developments in the arena of international business management.

Recommended Reading

- Rugman & Hodgetts International Business *ISBN 9780273673743*
- Ricks Blunders in International Business *ISBN 9781405134927*
- Francesco & Gold International Organizational Behaviour *ISBN 9780131008793*

If you are unable to obtain books locally, they may be ordered from

<http://bookshop.blackwell.co.uk>

or

www.amazon.co.uk