

PROGRAMME CODE: SS1804 KINGSTON SUMMER SCHOOL 2012

TITLE: AN INTRODUCTION TO INTERNATIONAL BUSINESS

CREDITS: 3

AIMS:

- i. To identify the nature of international business and identify the issues involved in managing international enterprises
- ii. To identify the link between international activity and the strategic management of enterprises, including how businesses compete internationally and how they may gain a competitive advantage in international markets.
- iii. To provide examples of the types of situations and issues that managers may confront when undertaking international business activity.

LEARNING OUTCOMES

On completion of the course students should:

- i. Be aware of the issues involved in managing international businesses,
- ii. understand the role of international business in gaining a competitive advantage

TEACHING AND LEARNING STRATEGIES

The course is delivered through a multidisciplinary programme consisting of:

- i. Formal lectures/seminars - sometimes integrated with industrial and commercial visits;
- ii. Industrial and commercial visits to UK based international businesses led by members of the Kingston Faculty or contracted professionals;
- iii. Self-guided visits to other sites of international, economic and/or business interest in The United Kingdom
- iv. Case studies, group projects and presentations.

INDICATIVE CONTENT

Introduction: The development of international markets.

Multi-national and international management. Multi-national management in a changing world, Culture and multi-national management. International negotiation and communication.

International management and strategy. Basic strategies, strategy content and formulation, and comparative strategic management.

International marketing. International market analysis, segmentation, international marketing strategies, product pricing and branding, advertising.

International accounting and finance. International financial markets. International Accounting Standards (ICAB and G4+1). Harmonisation verses standardisation.

International management and human Resources. International human resource management national differences in human resource management.

'European business'. The European ideal, the single currency. Business policies as illustrated by major European companies. Impact of emerging markets in Eastern Europe.

Industrial and commercial visits

Where ever possible industrial and commercial visits will be undertaken to illustrate issues identified on the course. It is not possible to identify a definitive list but it is envisaged that there will be approximately five escorted visits to UK based international businesses during the course.

The course content as described is indicative only. The University reserves the right to vary or revise the content at its discretion.

ASSESSMENT

Assessment will consist of two elements:

The Review will be an evaluative and comparative review of how International Business is reported from British/European and American perspectives, drawing on national media (newspapers, magazines, television, radio), industrial and commercial visits where appropriate. This will be submitted at the end of the programme. (30%)

The Paper will be 2,500-3,000 words long and will be submitted at the end of the programme. Students will be given a list of lecture/visit related topics at the beginning of the course. (70%)

Attendance is expected at all course activities and absences will be penalised. (20%)

Advance Preparation BEFORE coming to Kingston

Students should study the UK business press. All the UK daily papers have web sites:

www.ft.com

www.timesonline.co.uk

www.dailymail.co.uk

www.telegraph.co.uk

www.guardian.co.uk

www.thisislondon.co.uk (the Evening Standard)

You should specifically research the Brewing Industry - both in the UK and in your local area eg www.SAB.Com, www.Fullers.co.uk

During the course we will be referring to "International Business: A Strategic Management Approach" by Alan M. Rugman and Richard M. Hodgetts - Published by FT Prentice Hall. Students will be expected to be familiar with Part One and Part Two. Copies will be available in the University library.

SUPPLEMENTARY BIBLIOGRAPHY

- Bowen N, Sitkin A. (2010). *International Business (Challenges and Choices)*, Oxford University Press.
- Bradley F. *International Marketing Strategy*, 1st edition, Prentice Hall International.
- Donaldson, Thomas. (1996). *Values in tension: Ethics away from home*. Harvard Business Review, 74(5):48-
- Hofstede, Geert. (1993). *Cultural constraints in management theories*. Academy of Management Executive, 7(1): 81-
- Johansson J. *Global Marketing*, Irwin.
- Keegan W. (1998) *Global Marketing*, 7th edition, Prentice Hall International.
- Phillips, Doole and Low, *International Marketing Strategy*, Routledge.
- Porter, Michael E. (1998). *Clusters and the new economics of competition*. Harvard Business Review, 76(6): 77-90.
- Segal-Horn, Susan. (1996). *The limits of global strategy*. Strategy & Leadership, 24(6): 12-17.

Class Schedule for Intro to International Business - subject to confirmation

Date	Time	Place	Lecture	Lecturer
Friday 29 June	1000- 1200	JG		
Monday 2 July	0930 1400	JG JG	Introduction to International Business Team Building	Chris Davison John Forgan
Wednesday 4 July	0930	Surbiton Station	London as a Commercial Centre: Walking tour, Bank of England, London Museum, Southwark Cathedral.	Terry Webb John Forgan
Wednesday 11 July	0930 14.00	JG Fulham	International Strategic Financial Management Chelsea and Kensington Chelsea Football Club and Harrods Store	Steve Goodchild Terry Webb
Friday 13 July	0930	Surbiton Station	Albertopolis The Royal Albert Hall The Victoria & Albert Museum	Terry Webb
Monday 16 July	0930 1400	JG Chiswick	Introduction to Strategic Management Fullers Brewery	Pat Thurbin John Forgan/Steve Goodchild
Wednesday 18 July	0930 1400	JG JG	International Marketing International Financial Environment	John McGill Robin Matthews
Wednesday 25 July	0900	Surbiton Station	International business and sustainability Visit to Denbies Vineyard (Dorking) Visit to Chessington World of Adventures (Chessington - Return via 71 Bus)	John Forgan Terry Webb
Friday 27 July	1000	JG	Case study conclusions and group presentations	John Forgan Terry Webb

Please note this schedule is might be subject to alteration.