

	<p>Further reading for this lesson: Lecture notes. Hill, Chapter 1, pp 4 – 16.</p>	
Week 2	<p>Topic:</p> <ul style="list-style-type: none"> • National differences in political economy <ul style="list-style-type: none"> ○ Political systems. ○ Economic systems ○ Legal systems <p>Learning Outcomes: On successful completion of the topic, students will be able to:</p> <ul style="list-style-type: none"> ➤ Identify the difference in political systems, ➤ Analyse the economic and legal systems in different country. <p>Activity: Lecture and discussion, tutorial questions.</p> <p>Further reading for this lesson: Lecture Notes. Hill, Chapter 2, pp 42 – 51.</p>	3
Week 3 and 4	<p>Topic:</p> <ul style="list-style-type: none"> • Differences in culture. <ul style="list-style-type: none"> ○ Social structure ○ Religious and ethical systems ○ Language ○ Education • Culture and the workplace <p>Learning Outcomes: On successful completion of the topic, students will be able to:</p> <ul style="list-style-type: none"> ➤ Define culture. ➤ Explain the cultural factors that give rise to different behavioural patterns (both buying behaviour and organisational behaviour) in different countries. <p>Activity: Lecture, tutorial and case study.</p> <p>Further reading for this lesson: Lecture Notes. Hill, Chapter 3, pp 90 – 121.</p>	6
Week 5	<p>Topic:</p> <ul style="list-style-type: none"> • Global information systems. <ul style="list-style-type: none"> ○ Sources of market information ○ Formal market research <p>Learning Outcomes: On successful completion of the topic, students will be able to:</p> <ul style="list-style-type: none"> ➤ Demonstrate the strategic role of information gathering in directing international business decisions, ➤ Explain the issues surrounding information gathering in an international environment. <p>Activity: Lecture, Hand out assignment</p>	3

	<p>Further reading for this lesson: Bradley, Chapter 12, pp 206 – 220. Keegan & Green, Chapter 6, pp 208-235.</p>	
Week 6	<p>Topic:</p> <ul style="list-style-type: none"> • Entry strategy. <ul style="list-style-type: none"> ○ Basic entry decisions ○ Entry modes – exporting, turnkey projects, licensing, franchising, joint ventures, wholly owned subsidiaries <p>Learning Outcomes: On successful completion of the topic, students will be able to:</p> <ul style="list-style-type: none"> ➤ Define entry strategy and entry modes. ➤ Appreciate the range of alternative means by which international market entry may be achieved and the organisational and financial implications of each. <p>Activity: Lecture, Tutorial questions</p> <p>Further reading for this lesson: Lecture Notes. Hill, Chapter 14, pp 480 – 505. Keegan & Green, Chapter 9, pp 306 - 326.</p>	3
Week 7 and 8	<p>Topic:</p> <ul style="list-style-type: none"> • The organisation of international business <ul style="list-style-type: none"> ○ Organisational architecture ○ Organisational structure ○ Control systems and incentives ○ Processes ○ Organisational culture <p>Learning Outcomes: On successful completion of the topic, students will be able to:</p> <ul style="list-style-type: none"> ➤ Discuss the changing planning frameworks with reference to the organisation of international businesses. <p>Activity: Lecture, Test 1</p> <p>Further reading for this lesson: Lecture Notes. Hill, Chapter 13, pp 440 – 473.</p>	6
Week 9	<p>Topic:</p> <ul style="list-style-type: none"> • Global Human Resource Management (GHRM) <ul style="list-style-type: none"> ○ Staffing policy ○ Training and management development ○ Performance appraisal ○ Compensation <p>Learning Outcomes: On successful completion of the topic, students will be able to:</p> <ul style="list-style-type: none"> ➤ Define GHRM, ➤ Demonstrate the human resource management implications of operating on an international scale. 	3

	<p>Activity: Lecture, tutorial questions</p> <p>Further reading for this lesson: Hill, Chapter 18, pp 618 – 639. Daniels et al, Chapter 21, pp 632 – 657.</p>	
Week 10 and 11	<p>Topic:</p> <ul style="list-style-type: none"> • The global marketing mix – product and price <ul style="list-style-type: none"> ○ Product and brand decisions ○ Global brand development ○ New product development in international markets ○ Global pricing objectives and strategies ○ Pricing alternatives for international markets <p>Learning Outcomes: On successful completion of the topic, students will be able to:</p> <ul style="list-style-type: none"> ➢ Analyse global marketing mix, ➢ Identify the range of marketing mix tools in differing economic, political and cultural situations. <p>Activity: Lecture, case study</p> <p>Further reading for this lesson: Lecture Notes. Hill, Chapter 17, pp 584 – 589, pp 598 – 603, pp 605 – 608. Daniels et al, Chapter 16, pp 474 – 488.</p>	6
Week 12 and 13	<p>Topic:</p> <ul style="list-style-type: none"> • The global marketing mix – place and promotion <ul style="list-style-type: none"> ○ Selection and care of distributors and agents ○ Channel strategy for new market entry ○ Physical distribution and logistics management ○ Global marketing communication decisions ○ Advertising, sales promotion, personal selling, public relations, special forms of marketing communications ○ Media decisions <p>Learning Outcomes: On successful completion of the topic, students will be able to:</p> <ul style="list-style-type: none"> ➢ Demonstrate the implications of international operations for distribution and logistics within the firm. ➢ Explain the roles of communication in strategy execution. <p>Activity: Lecture, Test 2</p> <p>Further reading for this lesson: Lecture Notes. Hill, Chapter 17, pp 589 – 598, pp 603 – 605. Daniels et al, Chapter 16, pp 488 – 498.</p>	6
Week 14	<p>Topic:</p> <ul style="list-style-type: none"> • Implementation and control strategies <ul style="list-style-type: none"> ○ Formal control methods ○ Informal control methods ○ Global marketing audit 	3

	<p>Learning Outcomes: On successful completion of the topic, students will be able to:</p> <ul style="list-style-type: none"> ➤ Define implementation strategies and strategy evaluation and control; contingency planning and strategic adjustment; the management of change and measures of performance. 	
	<p>Activity: Lecture and discussion</p>	
	<p>Further reading for this lesson: Daniels et al, Chapter 15, pp 442 – 464.</p>	
	Total	42
12. Text	Compulsory	<p>Hill, C. W. L. (2005). <i>International Business: Competing in the Global Marketplace</i> (5th ed.). McGraw-Hill.</p> <p>Lecture Notes.</p>
	References	<p>Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2004). <i>International Business: Environments and operations</i> (10th ed.). Prentice Hall.</p> <p>Keegan, W. J., & Green, M.S. (2000). <i>Global Marketing</i> (2nd ed.). Prentice Hall.</p> <p>Bradley, F. (2005). <i>International Marketing Strategy</i> (5th ed.). Prentice Hall.</p>

