

<b>ITEM</b>		
1. Title of subject	International Strategic Analysis	
2. Subject code	DBA 301	
3. Status of subject	Compulsory	
4. Stage	Diploma	
5. Credit Hours	Four (4)	
6. Pre-requisite	None	
7. Assessment	Coursework: 30% Final examination: 70%	
8. Semester	Semester 7	
9. Objective of subject	<p>Upon completion of the unit, students will be able to:</p> <ul style="list-style-type: none"> <li>(a) Discuss current issues in international strategic analysis;</li> <li>(b) Explain threats, opportunities, weaknesses, and strengths and evaluate courses of action for the strategic direction of the international business;</li> <li>(c) Design an implementation strategy that matches functional capabilities and environmental factors to make the international organisation successful;</li> <li>(d) Design and construct business action plans and follow-up evaluation plans;</li> <li>(e) Apply international trade theory and understand the role of the World Trade Organization in international business.</li> </ul>	
10. Synopsis of subject	The unit seeks to teach students how to perform strategic analysis using appropriate frameworks. This enables the students to make an assessment of organisation's current strategic position and identify the key strategic issues it faces.	
11. Details of subject	Contents	Hours
Week 1	Topic: <ul style="list-style-type: none"> <li>• International, global and transnational business</li> <li>• The definition and scope of international strategy</li> </ul>	4

	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> <li>• Define international, global and transnational business.</li> </ul>	
	Activity: Lecture and discussions.	
	Further reading for this lesson: Daniels et al, Chapter 1, pp 3 – 12. Ball et al, Chapter 1, pp 5 – 11.	
Week 2	<p>Topic:</p> <ul style="list-style-type: none"> <li>• The evolution of international business</li> <li>• Evolution of strategy in the Internationalisation process</li> </ul>	4
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain the way in which international businesses have evolved and its impact on strategy formulation..</li> </ul>	
	Activity: Lecture and discussions.	
	Further reading for this lesson: Daniels et al, Chapter 1, pp 15 – 18. Ball et al, Chapter 1, pp 12 – 19.	
Week 3 and 4	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Analysing the external environment.</li> <li>• The SLEPT factors.</li> </ul>	8
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> <li>• Elaborate the SLEPT factors: Social/Cultural, legal, economic, political, technological and ethical, green, other considerations. The role and effect of pressure groups.</li> </ul>	
	Activity: Lecture, tutorial questions, Hand out assignment	
	Further reading for this lesson: Daniels et al, Chapter 2 (pp 45 – 71), Chapter 3 (pp 81 – 98) & Chapter 4 (pp 105 – 128).	
Week 5 and 6	<p>Topic:</p> <ul style="list-style-type: none"> <li>• International Trade Theory.</li> <li>• Mercantilism</li> <li>• Absolute advantage, Natural advantage, acquired advantage, Comparative advantage</li> <li>• The product life cycle theory of trade</li> <li>• Why companies trade internationally – The Porter Diamond</li> </ul>	8
	<p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe competitive and development strategies.</li> </ul>	
	Activity: Lecture, quiz, past year questions	

	<p>Further reading for this lesson:                  Daniels et al, Chapter 5, pp 142 – 165.                  Ball et al, Chapter 3, pp 107 – 111 &amp; pp 113 – 117.</p>	
Week 7	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Foreign Direct Investment (FDI) in the World Economy</li> <li>• Horizontal FDI</li> <li>• Vertical FDI</li> </ul> <p>Learning Outcomes:                  After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain the key concepts related to foreign direct investments.</li> </ul> <p>Activity: Lecture, Test 1, tutorial questions</p> <p>Further reading for this lesson:                  Daniels et al, Chapter 8, pp 237 – 255.</p>	4
Week 8 and 9	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Changes in world trading market - WTO</li> <li>• Regional Economic Integration</li> <li>• NAFTA, EU, ASEAN, APEC</li> </ul> <p>Learning Outcomes:                  After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify key strategic issues relating to the world trading market.</li> </ul> <p>Activity: Lecture and case study.</p> <p>Further reading for this lesson:                  Daniels et al, Chapter 7, pp 204 – 224.                  Ball et al, Chapter 4, pp 146 – 174.</p>	8
Week 10	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Global Marketing research</li> <li>• Consumer buying behaviour in different countries</li> </ul> <p>Learning Outcomes:                  After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> <li>• Use marketing research to identify opportunities, similarities and differences in consumer buying behaviour in different countries and at different stages of economic and political development.</li> </ul> <p>Activity: Lecture and Peer presentations.</p> <p>Further reading for this lesson:                  Ball et al, Chapter 15, pp 504 – 517.</p>	4

<p>Week 11</p>	<p>Topic:</p> <ul style="list-style-type: none"> <li>• Modes of International Business</li> <li>• The determination of market entry methods</li> <li>• Implications of market entry methods for strategy development.</li> </ul> <p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe market entry modes and their implications for strategy and sources of global finance to support entry strategies.</li> </ul> <p>Activity: Lecture, past year questions</p> <p>Further reading for this lesson: Hill, Chapter 14, pp 480 – 505.</p>		<p>4</p>
<p>Week 12 and 13</p>	<p>Topic: Strategies for global business operations and marketing decisions</p> <p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the strategic and contextual elements of global operations including international marketing strategies.</li> </ul> <p>Activity: Lecture, Test 2</p> <p>Further reading for this lesson: Daniels et al, Chapter 16, pp 479 – 498. Ball et al, Chapter 16, pp 524 – 549.</p>		<p>8</p>
<p>Week 14</p>	<p>Topic: Control strategies for global operations</p> <ul style="list-style-type: none"> <li>• Self assessment</li> <li>• Benchmarking</li> <li>• Best practices</li> </ul> <p>Learning Outcomes: After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> <li>• Establish criteria for control and evaluation of marketing and other business functions.</li> </ul> <p>Activity: Lecture and past year questions</p> <p>Further reading for this lesson: Daniels et al, Chapter 15, pp 442 – 464.</p>		<p>4</p>
	<p>Total</p>		<p>56</p>
<p>12. Text</p>	<p>Compulsory</p>	<p>Daniels, J. D., Radebaugh, L. H., &amp; Sullivan, D. P. (2004). <i>International Business: Environments and Operations</i> (10<sup>th</sup> ed.). New Jersey: Prentice Hall.</p> <p>Ball, D. A., McCulloch, W. H., Frantz, P. L., Geringer, J. M., &amp; Minor, M. S. (2003). <i>International Business: The</i></p>	

		<i>Challenge of Global Competition</i> (9 <sup>th</sup> ed.). McGraw-Hill.
	Reference	Hill, C. W. L. (2005). <i>International Business – Competing in the Global Marketplace</i> (5 <sup>th</sup> ed.). McGraw-Hill.  Stonehouse, G., Hamill, J., Campbell, D., & Purdie, T. (2000). <i>Global and Transnational Business: Strategy and Management</i> . London: John Wiley.

