

H7GMNE: Global Competitiveness and the MNE

Module Code:	H7GMNE
Long Title	Global Competitiveness and the MNE APPROVED
Title	Global Competitiveness and the MNE
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	FABIAN ARMENDARIZ- CORDOVA
Module Author:	FABIAN ARMENDARIZ- CORDOVA
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Visualise the cross-border interrelationships between the various functional areas of multinational enterprises (MNE) business activity.
LO2	Investigate the motives behind MNEs internationalisation efforts.
LO3	Assess the logic behind strategic avenues followed by MNEs in pursue of International or global expansion.
LO4	Determine how MNEs provide value to international markets to gain competitive advantage.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

H7GMNE: Global Competitiveness and the MNE

Module Content & Assessment			
Indicative Content			
The Internationalisation Process Internationalisation methods (foreign markets entry modes). Eclectic Theory (Ownership specific advantage, Location specific advantage, Internalisation). Sequential Theory (Uppsala Model) Simultaneous Theory. Network Theory. International Product Life Cycle. National sources of competitive advantage.			
The Multinational Enterprise (MNE) The role of the MNE in the global economy. Resources, Competitive advantage and Growth. Organisational Structures. Knowledge Management.			
International Strategy Generic business-level international strategies. Generic corporate-level international strategies. Regional strategies for global leadership. Strategic Renewal. Cooperative strategy.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Practical	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: For the purpose of continuous feedback, and to promote engagement with the course content, a number of short assignments based on in-class activities are set throughout the term. This could include quizzes, on-line collaborative work, on-line research, infographic/poster design, map annotation, short presentations, etc. Students will be marked and feedback will be provided for each one such activity.			
Assessment Type:	Essays (0120)	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: The purpose of these assignments is that students analyse a real life situation of a given organisation (case study) in terms of the international context surrounding it. Students must review, critically analyse and synthesise at least all the readings suggested in the reading list. Ideally, students should go beyond such reading list and source complementary materials. Students must ensure that their arguments integrate the theoretical framework from the readings and lectures with the evidence from the case study. They should source additional up-to-date secondary data about the company and/or the event in question, where possible, to support the analysis.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

H7GMNE: Global Competitiveness and the MNE

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	2	Every Week	2.00
Tutorial	No Description	1	Every Week	1.00
Independent Learning	No Description	7.5	Every Week	7.50
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Mike W. Peng and Klaus E. Meyer.. International business, ; Cengage Learning, [ISBN: 9781408019566].</p> <p>Henk Volberda, Robert Morgan, Patrick Reinmoeller, Michael A. Hitt, R. Duane Ireland. Strategic Management: Competitiveness & Globalisation, Cengage Learning Business Press, p.816, [ISBN: 9781408019184].</p>	
<i>Recommended Article/Paper Resources</i>	
<p>Levitt, T. (1983), 'The globalization of markets', Harvard Business Review, 61.</p> <p>Morgan, R.E. Katsikeas, C.S.. (1997), Theories of international trade, foreign direct investment and firm internationalization: a critique, Management Decision, 35.</p> <p>Porter, M. E.. (1990), The competitive advantage of nations, Harvard Business Review, 68 (2).</p> <p>Kaplan, R. S. Norton, D. P. and Rugelsjoen, B.. (2010), Managing alliances with balanced scorecards, Harvard Business Review, 88 (January).</p> <p>Ghemawat, P.. (2005), Regional strategies for global leadership, Harvard Business Review, 83 (12).</p>	
<i>Other Resources</i>	
<p>[website], Investors relations and/or corporate websites.</p> <p>[Periodicals], Practitioners oriented publications such as: Harvard Business Review, AOM Perspectives, California Management Review, McKinsey Quarterly, etc..</p> <p>[Video], TED talks, iTunes U.</p> <p>[Data bases], Sources of secondary data, industry reports, demographics, market research, etc..</p>	
Discussion Note:	