Global Business Development

Lecturer:

Nick Potter

Introduction and Aims

This course follows directly on from Strategic Analysis of Business and will utilise and build onto the knowledge and experience gained during the autumn term. There will be less explicit emphasis on analysis and more focus on the wider issues involved in formulating international strategies and managing change on a global basis.

It will be delivered in modular form over one week and involves lectures, class discussions and case presentations. Teams will also take part in a live case and provide recommendations on future strategy to the company directors.

Objectives and Learning Outcomes

By the end of the module all students should be able to:

- Critically discuss the reasons why companies internationalise and the alternative market entry modes.
- Understand that meeting needs in underserved markets may require redesigned products or different distribution channels.
- Use the value chain to show how clusters and broader location issues will influence strategy in the future.
- Select an appropriate structure to support the formulation and implementation of this wider strategic approach.
- Explain the contingent role of procurement as an organisational function and the importance of creating and sharing value throughout the entire supply chain.
- Critically assess the role and valuation of intangible assets, including a sustainable business model.

Assessment

- One group assignment 2,500 words **(50%)**
- Two hour exam **(50%)**

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