

Global Shift

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This module aims to:

The aim of the module is to provide students with the theoretical understanding of the relationship between two major themes in International Business: (i) the existence of differences in national business systems; and (ii) the present day character of processes of internationalisation and globalisation of economic and business activities. A major theme running through the module is the importance of knowledge for the understanding of the development and evolution of national business systems and international business.

Learning outcomes:

By the end of this module you should be able to:

- Compare and contrast theories of the multinational firm and evaluate their relevance in today's context.
- Discuss and appraise new theoretical approaches to the internationalisation of firm activities based on the development of new forms of firm organisation.
- Analyse the main contemporary trends in foreign direct investment (FDI) flows and critically analyse and evaluate the role of these investment flows in the economic and social development of nations.
- Identify and compare and contrast key characteristics of different national business systems applying contemporary institutional theories.
- Analyse and evaluate the importance of knowledge in international business

By the end of this module you should be able to:

- Apply the theoretical concepts developed in the lectures to real world phenomena
- Research and critically evaluate information
- Work in teams with students from other countries
- Communicate complex ideas to others in a clear, concise and interesting way