

# American College Dublin

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## IB 409 INTERNATIONAL BUSINESS: THEORY AND POLICY

<b>Credits:</b>	3 US credits / 6 ECTS credits
<b>Credit level:</b>	Stage award
<b>Prerequisites:</b>	Capstone
<b>Mandatory:</b>	Yes
<b>Contact hours:</b>	40
<b>Academic Year:</b>	2016/17
<b>Semester:</b>	2
<b>Lecturer:</b>	Seán Ó'Raghallaigh

### MODULE DESCRIPTION

The course introduces the students to the theory and practice of determining and implementing policies in Multinational corporations. Actual case studies of global business organizations, including the determination of top-level company policy in such functional areas as global marketing international finance, and production are studied in the course.

### INTENDED LEARNING OUTCOMES

At the end of this class, students will have:

1. A clear understanding of the concepts and methods pertaining to Theory and Policy in International Business. The student will also review basic fundamental concepts in accounting/finance, human resources management, marketing and economics;
2. Acquired a mastery of strategies at the corporate level, business unit level and functional level;
3. Developed the skills and knowledge required to analyse different business scenarios;
4. Gained competencies in their role within the project group. They will have developed abilities in terms of group dynamics and organization, consensus and persuasion within this group;
5. The ability to learn to act in variable and unfamiliar learning contexts by developing strategies to solve complex international business situations;
6. The capacity to create a sense of their own value system in respect of others.

### TEACHING METHODS

Lectures, group and class discussions based on current articles from the business press and case studies or videos, guest speakers, analysis of case studies.

## LEARNING OUTCOMES MAP

Learning Outcomes	Content	Delivery	Assessment
1	All sections	Lectures, group discussion, case studies analysis.	Class participation, case studies presentation, written case studies, and exam.
2	Sections 1-2	Case study analysis, group and class discussion, and lectures.	Class participation, case studies presentation, written case studies, and exam.
3	Sections 3-4	Case study analysis, group and class discussion, and lectures.	Class participation, case studies presentation, written case studies, and exam.
4	All sections	Lectures, group discussion, case studies analysis.	Class participation, case studies presentation, written case studies, and exam.
5	Sections 5-7	Case study analysis, group and class discussion, and lectures.	Class participation, case studies presentation, written case studies, and exam.
6	Sections 8	Case study analysis, group and class discussion, and lectures.	Class participation, case studies presentation, written case studies, and exam.

## COURSE OUTLINE

## WEIGHTING

- |   |     |
|---|-----|
| 1. The strategic management process                                       | 13% |
| 2. Establishing company direction, strategic vision, objectives, strategy | 15% |
| 3. Company's external environment   | 15% |
| 4. Company resources and competitive capabilities                         | 15% |
| 5. Strategies and competitive advantage                                   | 15% |
| 6. Supplementing chosen competitive strategies                            | 15% |
| 7. Strategy and competitive advantage in diversified companies            | 12% |

## REQUIRED TEXT

*Crafting and Executing Strategy: The Quest for Competitive Advantage: Concept and Cases*, Thompson, Strickland and Gamble Mc Graw Hill, 18th edition, 2013.

(It is obligatory for the students to buy this book since photocopies are limited by the copyright agreements.)

## SUPPLEMENTARY READING LIST

Griffin, *Management*, Houghton Mifflin, 7th edition, 2003;

Philip Kotler, Gary Armstrong, John Saunders, Veronica Wong, *Principles of Marketing*, Prentice Hall, Third European edition 2001;

Stephen P, Robbins, *Organizational behavior*, Prentice Hall, 9th edition, 2001;

David W. Cravens, *Strategic Marketing*, seventh edition, 2002.

Philip Evans and Thomas S. Wurster, *Blown to Bits; how the new economics of information transform strategy*, Harvard Business School Press, 2002;

John Kotter, *The heart of change*, Harvard Business School Press, 2002;

Ben Schneiderman, *Leonardo's laptop, human needs and the new computing technologies*, MIT Press, 2002;

Hidi Mansen and Tim Rhoner, *The Venture Imperative: a new model for corporate innovation*, Harvard Business School Press, 2002;

Mahoney, J.T. (2004), *Economic Foundations of Strategy*, Sage Publications, London ISBN 1412905435.

## ASSESSMENTS/GRADING

The following must be completed satisfactorily by any student undertaking the standard assessment of the course.

**Participation:** Students are expected to read in advance the case study described in the course outline. This will be the basis for class discussion. Students will be graded for participation based on their understanding of the case and their capacity to answer the questions.

**Assignment 1:** Students will have to present orally one case study. Visual aids, and/or power presentations are required. Presentation should not last more than 20 minutes.

**Assignment 2:** Students will prepare a project review and case study on an international or transnational company of their choice. **Due date:** Group Project presentations should not last more than 20 minutes and the written presentations should be 2,000 words minimum excluding appendix.

**Exam:** 15 days ahead of the exam day, student will be handed out a case study by the lecturer or the Academic Office. The exam is paper based and students must answer all four questions based on the case study.

### Assessment will take the form of:

Participation:	7%
Oral Presentation:	18%
Group Project:	25%
Final examination:	<u>50%</u>
<b>Total</b>	<b>100%</b>

## Grading

Each component of the course will be assessed separately. Students will be graded according to the attached grading system as outlined in the HETAC Marks and Standards 2009, available at: [http://www.hetac.ie/docs/Assessment\\_and\\_Standards\\_2009.pdf](http://www.hetac.ie/docs/Assessment_and_Standards_2009.pdf) (page 23).

**ATTENDANCE**

Class attendance is necessary for the achievement of intended learning outcomes. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer (see Academic Policies and Procedures in the ACD Catalogue and the QA Manual).

**ACADEMIC DISCIPLINE**

Refer to the subsection on Academic Discipline in the current ACD Catalogue and QA Manual.