

Valid for 2022.HS

<b>Module Name: International Strategic Management</b>	
Module Code	w.BA.XX.1IntSM-IM.XX
Module Description	The primary aim of this module is to enable students to understand the importance of strategic management for a company's success in a global or international market and apply appropriate strategic management frameworks, concepts, and tools to a specific business problem or situation. Students learn to analyze the strategic position of a company and develop a set of alternative competitive strategies that would enable it to remain (or become) competitive in an international marketplace. In addition, students learn how to make judgments based on solid analysis of internal and external data and present recommendations as to how the structures and systems of control of organizations should be set up or adjusted in line with a company's internationalization efforts. In addition, students communicate and present their arguments and appreciate that strategic management and strategic formation are not linear processes. Finally, students learn about the activities that companies undertake and the challenges they face as they interact and communicate with each other.
Program and Specialization	International Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	6
Organizational Unit	W Abteilung International Business
Module Coordinator	Albena Björck (bjoe)
Deputy Module Coordinator	Benedikt Zoller-Rydzek (zob)
Prerequisite Knowledge	The basics of management and strategy
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>
Module Learning Objectives	<ul style="list-style-type: none"> <li>Students... <ul style="list-style-type: none"> <li>§ are able to explain the effects of globalization on a company's value chain.</li> <li>§ identify factors affecting a company's internationalization efforts.</li> <li>§ are able to analyze the determinants of strategic capability in an international context.</li> <li>§ apply strategic management and internationalization theories, concepts, and models in different business contexts (MCN, SME, Born Global).</li> <li>§ critically evaluate a company's approach to internationalization and alternative strategic options.</li> <li>§ make recommendations as to how value chain, organizational structure, and control systems should be set up or adjusted in line with a company's internationalization efforts.</li> <li>§ present and justify their arguments in writing and in oral presentations.</li> <li>§ give feedback on presentations of other students.</li> </ul> </li> </ul>

	§ conduct independent research on aspects of international strategic management.		
Module Content	§ International trade and competitiveness, international market selection. § International strategy and organizing for international activities § Internationalization: Motivation, process, and implementation § Foreign market entry strategies: From export to wholly owned subsidiary § Value chain effects on international activities § Context of multinational companies (MNC), small and medium-sized enterprises (SMEs), and born global companies (global startups).		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.1IBM-IM.XX w.BA.XX.1IEB-IM.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Project Work § Explorative Learning § Literature Review	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	56 h	44 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>44 h</b>	<b>80 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	90	70,00 %
<b>Permitted Resources</b>	No calculator		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation	Grade	20	20,00 %
Written Assignment	Grade	-	10,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other  The module is delivered in a hybrid form (online/face-to-face teaching). The ZHAW SML protection concept will be taken into account and implemented. Students are expected to take part in the live online sessions and attend any classroom sessions. If this is not possible, this must be clarified with the module coordinator.		
Language of Instruction/Examination	English		
Compulsory Reading	Lecturer's slides, "International Strategic Management" reader		
Recommended Reading	Additional materials on Moodle		
Comments	Articles and cases used in class discussions can be found on Moodle.		