

# BE413 International business environment

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90 items

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## Recommended reading for the module (12 items)

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The **core** textbook for this module is:

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**International business: challenges in a changing world**, by Janet Morrison, 2009

[Book](#) | Suggested for student purchase

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**\*\*NB Be sure to purchase the 2009 edition of this book** (ie., not the 2006 edition of this textbook, or Janet Morrison's 2011 textbook *The Global Business Environment: Meeting the Challenges*.)

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The **supplementary** textbooks for this module are:

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**A very short, fairly interesting and reasonably cheap book about international business**, by George Cairns; Martyna Sliwa, 2008

[Book](#)

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**A very short, fairly interesting and reasonably cheap book about international business**, by George Cairns; Martyna Sliwa, 2008

[Book](#)

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**Global political economy**, by John Ravenhill, c2011

[Book](#)

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**Global political economy**, by John Ravenhill, c2014

[Book](#)

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**The international business environment**, by Leslie Hamilton; Philip Webster, c2012

[Book](#)

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**The global business environment: meeting the challenges**, by Janet Morrison; Janet Morrison, 2011

[Book](#)

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The core textbook will provide the basis for the essential reading each week, and will give you a solid starting point for your studies. You are strongly advised to engage with the supplementary textbooks and further readings that are suggested throughout the module.

Please note that the suggested readings are not intended to be an exhaustive list. You are strongly encouraged to seek out your own sources and references by either tracking down

articles referenced in module readings that interested you, or by utilising electronic databases to search for relevant articles yourself. Such wider reading is essential if you want more than a minimum pass grade on the module.

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## A Brief Word on Web Resources

The vast majority of the reading materials recommended on this module have been subject to a rigorous quality control process. For example, journal articles have been reviewed by two or three experts in the field and are only published if these reviewers accept that the arguments and methodologies employed and the conclusions reached are sensible and sustainable.

Much of the material available on the web has not been subject to such critical scrutiny. As you prepare for your classes, assignments etc., you should bear this in mind. In short: By all means, use web resources. But use these resources carefully and in the light of the materials and arguments introduced in the lectures and classes

## Lecture programme (78 items)

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### Lecture 1 (week 16): Perspectives on globalisation: the contemporary context of international business (8 items)

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This lecture introduces the module by outlining its approach, structure and the main themes we will be covering over the next 10 weeks. It also provides an introduction to the subject of international business and its environment in the context of contemporary globalisation.

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## Required reading: (1 items)

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**International business: challenges in a changing world**, by Janet Morrison, 2009

[Book](#) | chapter 1

## Supplementary reading (6 items)

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**The international business environment**, by Leslie Hamilton; Philip Webster, c2012

[Book](#) | chapter 1

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**The logics of economic globalization** - in *Global political economy*, by Anthony McGrew, c2011

[Chapter](#)

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**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger, 2017

[Book](#) | Chapters 1 and 2

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**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger, 2017

[Book](#) | Chapters 1 and 2

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**International Business**, by Alan M. Rugman; Simon Collinson; Rajneesh Narula, 2016-12-05

[Book](#) | Chapter 1

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**International business**, by Alan M. Rugman; Simon Collinson; dawsonera, 2012

[Book](#) | chapter 1

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## Lecture 2 (week 17): The global economic environment (10 items)

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In this lecture, we will explore contemporary processes of trade liberalization putting these into broader social and political perspective.

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### Required reading (1 items)

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**International business: challenges in a changing world**, by Janet Morrison, 2009

[Book](#) | chapter 2

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### Supplementary reading (8 items)

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**A brief history of neoliberalism**, by David Harvey, 2007

[Book](#) | "Freedom's just another word" (Chapter 1, pp.5-38) and "The neo-liberal state" (chapter 3, pp. 64-86)

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**A brief history of neoliberalism**, by David Harvey; ebrary, Inc, 2005

[Book](#) | "Freedom's just another word" (chapter 1, pp.5-38) and "The neo-liberal state" (chapter 3, pp.64-86)

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**The study of global political economy** - in Global political economy, by John Ravenhill, c2011

[Chapter](#)

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**The evolution of the global trade regime** - in Global political economy, by Gilbert Winham, c2011

[Chapter](#)

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**The international business environment**, by Leslie Hamilton; Philip Webster, c2012

[Book](#) | chapter 2

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**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger, 2017

[Book](#) | chapter 2

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**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger; dawsonera, 2017

[Book](#) | chapter 2

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**International business**, by Michael R. Czinkota; Ilkka A. Ronkainen; Michael H. Moffett, 2011

[Book](#) | chapter 2

## Lecture 3 (week 18): International trade and regional integration (9 items)

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This lecture will outline some key patterns of international trade, identify the tools of trade policy and examine the impact of trade agreements on international business.

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### Required reading (1 items)

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**International business: challenges in a changing world**, by Janet Morrison, 2009

[Book](#) | chapter 6

### Supplementary reading (7 items)

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**A very short, fairly interesting and reasonably cheap book about international business**, by George Cairns; Martyna Sliwa, 2008

[Book](#) | Chapters 1, 2 and 3

**A very short, fairly interesting and reasonably cheap book about international business**, by George Cairns; Martyna Sliwa; dawsonera, 2008

[Book](#) | chapters 1, 2 and 3

**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger, 2017

[Book](#) | chapter 4 especially pp. 96-116

**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger; dawsonera, 2017

[Book](#) | chapter 4 especially pp. 96-116

**The international business environment**, by Leslie Hamilton; Philip Webster, c2012

[Book](#) | chapter 2 especially pp.49-53

**International Business**, by Alan M. Rugman; Simon Collinson; Rajneesh Narula, 2016-12-05

[Book](#) | chapter 6 (opening section on international trade theory) and chapter 15 (on firm strategy and national competitive advantage)

**International business**, by Alan M. Rugman; Simon Collinson; dawsonera, 2012

[Book](#) | chapter 6 (opening section on international trade theory) and chapter 15 (on firm strategy and national competitive advantage)

## Lecture 4 (week 19): Strategy and organisation in the international environment (7 items)

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This lecture examines international strategies for entering new markets and choosing locations for production, and identifies and assesses contrasting approaches to strategy formation. It also identifies the elements of innovation essential to global competitiveness.

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### Required reading (1 items)

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**International business: challenges in a changing world**, by Janet Morrison, 2009

[Book](#) | chapters 7 and 8

### Supplementary reading (5 items)

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**The international business environment**, by Leslie Hamilton; Philip Webster, c2012

[Book](#) | chapter 6 (especially pp.187-199, on innovation)

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**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger, 2017

[Book](#) | chapter 11

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**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger; dawsonera, 2017

[Book](#) | chapter 11

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**International Business**, by Alan M. Rugman; Simon Collinson; Rajneesh Narula, 2016-12-05

[Book](#) | chapters 8-10 and 15

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**International business**, by Alan M. Rugman; Simon Collinson; dawsonera, 2012

[Book](#) | chapters 8-10 and 15

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## Lecture 5 (Week 20): The Strategic Environment of International Business (6 items)

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This lecture examines international strategies for entering new markets and choosing locations for production, and identifies and assesses contrasting approaches to strategy formation. It also identifies the elements of innovation essential to global competitiveness.

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### Required reading (1 items)

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**International business: challenges in a changing world**, by Janet Morrison, 2009

[Book](#) | Chapters 7 and 12.

### Supplementary reading (4 items)

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**The international business environment**, by Leslie Hamilton; Philip Webster, 2009

[Book](#) | Chapter 6, esp. pp. 187-199 (on innovation).

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**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R.

Riesenberger, 2017

[Book](#) | chapter 11

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**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger; dawsonera, 2017

[Book](#) | chapter 11

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**International business**, by Alan M. Rugman; Simon Collinson, 2009

[Book](#) | Chapters 8-10, and 15.

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## Lecture 6 (week 21): Managing in the global environment: human resources and supply chain management (7 items)

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In this lecture, we will explore the role of HRM in the international organization and issues arising in cross-cultural organizational environments. We will also identify key elements of international supply chains, appreciating variations among sectors and environments.

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### Required reading (1 items)

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**International business: challenges in a changing world**, by Janet Morrison, 2009

[Book](#) | chapters 9 and 10

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### Supplementary reading (5 items)

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**The globalization of production** - in Global political economy, by Eric Thun, c2011

[Chapter](#)

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**International Business**, by Alan M. Rugman; Simon Collinson; Rajneesh Narula, 2016-12-05

[Book](#) | chapter 12

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**International business**, by Alan M. Rugman; Simon Collinson; dawsonera, 2012

[Book](#) | chapter 12

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**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger, 2017

[Book](#) | chapters 10, 18

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**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger; dawsonera, 2017

[Book](#) | chapters 10, 18

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## Lecture 7 (week 22): CSR challenges for international business: ethics and the environment (7 items)

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This lecture will discuss issues and challenges facing international business focusing on the ethical and environmental responsibilities of contemporary organizations.

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## Required reading (1 items)

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**International business: challenges in a changing world**, by Janet Morrison, 2009

[Book](#) | chapters 13 and 14

## Supplementary reading (5 items)

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**The Oxford handbook of corporate social responsibility**, by Andrew Crane, 2008

[Book](#)

**The international business environment**, by Leslie Hamilton; Philip Webster, 2009

[Book](#) | chapters 10 and 11

**Globalization and the environment** - in Global political economy, by Peter Dauvergne, c2011

[Chapter](#)

**International business**, by Alan M. Rugman; Simon Collinson, 2009

[Book](#) | chapter 21

**Globalization and its discontents**, by Joseph E. Stiglitz, 2002

[Book](#)

## Lecture 8 (week 23): The cultural dimensions of international business (6 items)

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This lecture discusses how theories of culture are used to understand national cultures, and the effect of the international environment on organisational culture. We also examine how a global marketing strategy is thought essential for global business, while national differences have challenged marketing strategists, enlivening the competition between local and global products.

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## Required reading (1 items)

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**International business: challenges in a changing world**, by Janet Morrison, 2009

[Book](#) | chapters 4 and 8

## Supplementary reading (4 items)

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**The international business environment**, by Leslie Hamilton; Philip Webster, c2012

[Book](#) | chapter 5

**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger, 2017

[Book](#) | chapters 5 and 17. 11

**International business: the new realities**, by S. Tamer Cavusgil; Gary A. Knight; John R. Riesenberger; dawsonera, 2017

**Book** | chapters 5 and 17. 11

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**International business**, by Alan M. Rugman; Simon Collinson, 2009

**Book** | chapters 5 and 1

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## Lecture 9 (week 24): Outsourcing and the multinational firm: capturing value in global production networks (17 items)

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This lecture puts outsourcing into broader historical political and economic context. It highlights the strategic tensions and dilemmas associated with the outsourcing model. Porter's (1998) concept of industrial clusters is introduced as a counterpoint to what remains the largely unchallenged and dominant discourse of outsourcing

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### Required reading (9 items)

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**From Bangalore to Boston: The trend of bringing IT back in-house**, 2013

**Document** | The shape of things to come? A highly illuminating practitioner-based critique of IT outsourcing from one of the worlds leading accountancy firms.

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**Fabric-ating fashion: the clothing industries** - in Global shift: mapping the changing contours of the world economy, by Peter Dicken, 2015

**Chapter** | A lavishly well illustrated, but essentially descriptive overview of world's clothing industries

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**Offshore Outsourcing: Implications for International Business and Strategic Management Theory and Practice** - in Journal of Management Studies, by Jonathan P. Doh, 2005-05

**Article** | Very authoritative overview of outsourcing and its implications for IB and strategic management academic disciplines

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**Offshoring: Value Creation through Economic Change** - in Journal of Management Studies, by Diana Farrell, 2005-05

**Article** | A McKinsey consultant puts a (mainly neo-liberal) economic case for offshoring and outsourcing

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**Offshoring: value creation through economic change** - in Journal of management studies, by Diana Farrell, 2005

**Article**

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**Offshoring in the New Global Political Economy** - in Journal of Management Studies, by David L. Levy, 2005-05

**Article** | A serious piece of scholarship that shows how outsourcing and offshoring decouples economic value creation from and geographic location. Should be read in conjunction with Porter (1998)

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**Clusters and the new economics of competition** - in Harvard Business Review, by Michael E. Porter, 1998

**Article** | Highlights the apparent paradox that 'global' competitive advantage is generated locally. Highly readable; contains compelling case study evidence.

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**Intelligent enterprise: a knowledge and service based paradigm for industry**, by James

Brian Quinn, 1992

**Book** | Chapters 1, 2 and 3. A major luminary of the Harvard school endorses outsourcing. Contains a series of implicit warnings about the need to protect core competences.

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**The machine that changed the world: how Japan's secret weapon in the global auto wars will revolutionize western industry**, by James P. Womack; Daniel T. Jones; Daniel Roos, 1991

**Book** | Heavily cited endorsement of lean production from a team of MIT researchers. Argues that lean production is the 'one best way' and an historical departure from all previous forms of production.

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## Suggested readings (7 items)

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**Lean production: the end of history?** - in Work, employment & society, by Christian Berggren, 1993

**Article** | Hard-hitting, theoretically sophisticated Scandinavian critique of Womack et al.

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**Winning and losing: where you live really matters** - in Global shift: mapping the changing contours of the world economy, 2015

**Chapter** | One of the more relevant chapters in this graphically compelling, but analytically disappointing volume. Should be read in conjunction with your notes on CSR.

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**The Globalization of Public Services Production: Can Government be 'Best in World'?** - in Public Policy and Administration, by Patrick Dunleavy, 1994

**Article**

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**Decentralization, Integration and the Post-Bureaucratic Organization: The Case of R&d** - in Journal of Management Studies, by Stephen Hill; Roderick Martin; Martin Harris, 2000

**Article** | Theoretical challenge to the imputed 'end' of bureaucracy and the dominance of the network organization in advanced manufacturing. Empirically well grounded critique of outsourcing; based on both survey and case study research.

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**Decentralisation, Integration and the Post Bureaucratic Organization: The Case of R&D** - in Journal of management studies, by S. Hill; R. Martin; M. Harris, 2000

**Article**

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**The global context of firm level innovation** - in Implementing new technologies: innovation and the management of technology, by E. Rhodes, 1994

**Chapter** | Highly recommended historical overview of corporate restructuring and technological change in the 1990s.

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**Lean production in the German automobile industry: a test case for convergence theory?** - in National diversity and global capitalism, by W. Streek, 1996

**Chapter** | Should be read as an adjunct to Berggren (1993) or Womack et al (1990).

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**Lecture 10 (Week 25): Module round up and coursework preparation** (1 items)

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The final lecture will summarise the module and offer a question and answer session to support students in preparing for their coursework essays.