

International strategy assignment



**ASSIGN
BUSTER**

They will then obtain formative feedback. What formative feedback means is that you do not get a formal mark for this that forms part of your final mark. However, what you do get is an indication of your overall performance, and written feedback as to what you have got wrong and what you have done right. Formative feedback will be on your overall academic writing capabilities (very important in preparation for the exam too), technical presentation, and coverage of key areas of content (I. E. Subject knowledge, again useful for the exam).

This will be provided electronically (in case you have gone home for the Easter holidays). Maximum length is 750 words. Formative Feedback (First Half) Assignment Topic (see Topics for Phase 1 of the final assignment): Complete ONE of the following 1- Discuss the integration – responsiveness framework and explain how the pressures for local responsiveness and pressures for global integration determine the firm's strategy. 2- Porter Diamond advocates that there are inherent reasons why some nations are more competitive in certain industries than others.

Critically examine the usefulness of Porter Diamond model in today's global business environment. 3- What organizational structures are used to implement the international, multi-domestic, global and transnational strategies? What are the advantages and disadvantages of each structure? Use examples to illustrate your answers. 4- Critically examine the view that the stage theory of internationalization is no longer relevant in explaining the internationalization process of multinational firms. Illustrate your analysis with examples. Critically examine why international joint ventures have such a low rate of success. Phase 2 You will then take the feedback on board in

amending, adjusting and rewriting the first half of your assignment. As you are now more aware of your strengths and weaknesses in doing an assignment of this nature on these sort of topics, you will be better equipped to complete the second component of the question as well. You will then hand in your combined assignment (I. E. Answering the full questions listed low), for which you will receive a formal grade that will comprise 40% of your final course mark.

You will also receive summation feedback; in other words, what the strengths and weaknesses of your final submissions are. This will be useful in preparing for the exam. Maximum length is 1500 words. Marks will be deducted for final assignments that exceed these word limits. Full

Assignment Topic (e Topics for the full assignment, encompassing Phase 1 and the additional Phase 2 component of the overall topic): Complete ONE of the following 1 . Discuss the integration – responsiveness framework and explain how the the firm’s strategy.

Illustrate your analysis with examples. 2. Porter Diamond advocates that there are inherent reasons why some nations are more competitive in certain industries than others. Critically examine the usefulness of Porter Diamond model in today’s global business environment. Illustrate your analysis with examples. 3. What organizational structures are used to implement the international, multi- disadvantages of each structure?

Critically appraise the usefulness of the network Truckee in today’s highly dynamic and interconnected global business environment.

Use examples to illustrate your answers. 4. Critically examine the view that the stage theory of internationalization is no longer valid. Assess the strengths and weaknesses of competing theories. Illustrate your analysis with examples. 5. Critically examine why international joint ventures have such a low rate of success. Identify and discuss the key success factors of international joint ventures in emerging economies. Illustrate your analysis with examples.

Deadline: 23 April 2013 12: 00