The Manchester MBA

Elective: **International Business Strategy**

MANCHESTER 1824
The University of Manchester
Alliance Manchester Business School

International business strategy is central to how firms compete, grow, and manage risk across increasingly complex global markets.

This course equips students with the concepts, frameworks, and evidence-based judgement needed to analyse and respond to strategic challenges faced by firms operating internationally.

By the end of the course, students will be able to develop international market entry strategies and assess firm competitiveness across diverse institutional environments.

The curriculum focuses on two core drivers of international competitiveness: the resources and capabilities firms bring to foreign markets, and the institutional and cultural differences that shape how firms succeed or fail across countries.

Students will explore how multinational enterprises assess foreign market opportunities, select entry modes, build and manage international alliances, configure global operations, and respond to competitive, regulatory, cultural, and ethical challenges. The course draws on international business theory, strategic management, comparative political economy, cross-cultural management, international economics, and real-world business cases.

Participants will apply these ideas to practical international business problems, including the development of an internationalisation plan, target-market ranking and selection, entry-mode strategy, and approaches to managing international partnerships, mergers, acquisitions, or joint ventures. The emphasis is on disciplined analysis, contextual judgement, and defensible strategic recommendations.

How you'll benefit

International opportunity assessment: Learn how to evaluate countries, regions, and markets using structured frameworks, international databases, and current global business reports.

Institutional and cultural analysis: Understand how formal institutions, informal institutions, and cultural differences shape international strategy, market entry, and managerial decision-making.

Firm capabilities and competitive advantage: Examine how firms use resources, capabilities, value chains, and strategic positioning to compete across borders.

Foreign market entry and internationalisation: Develop practical tools for deciding where, when, and how to enter foreign markets, including exporting, licensing, alliances, acquisitions, joint ventures, and foreign direct investment.

Global strategy under uncertainty: Build the ability to analyse complex international business problems, integrate evidence from multiple sources, and defend strategic recommendations under time pressure.

Responsible international management: Explore the ethical and corporate social responsibility challenges that arise when firms operate across diverse institutional and stakeholder environments.

Together, these skills will help you make more rigorous international strategic decisions and lead business initiatives across countries, cultures, and institutional contexts.

Delivery method

This six month course is delivered through a choice of a three-day in-person or virtual workshop, supported by online learning.

Stefan Zagelmeyer

Dr Stefan Zagelmeyer is Reader in Comparative and International Business at Alliance Manchester Business School, The University of Manchester and International Business Strategy Unit Director.

He has extensive international teaching and research experience, having delivered MBA and executive education sessions across Manchester, Dubai, Singapore, Shanghai, Hong Kong, São Paulo and Miami. He has also held academic and visiting appointments in France, Germany, the Netherlands, Finland, and South Africa.

His research and teaching focus on international business strategy, comparative and international management, business and human rights, and the geopolitical challenges facing firms operating across borders.

Have any further questions about The Manchester MBA?

Please get in touch - **mba@manchester.ac.uk**

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.