

INTERNATIONAL BUSINESS ENVIRONMENT

Theme: Business Environment
Assessment Weighting: 40% Coursework
60% Examination

INTRODUCTION

This module is designed to consolidate the students' understanding of the dynamic environment in which international businesses operate today. This module focuses on the nature and importance of international political, economic, socio-cultural, technological, legal and environmental factors to businesses. It builds upon the learner's knowledge of the nature of business environments and their consequences for organisations (as examined in *Strategic Management 1*).

AIMS

The aims of this module are to:

- Ensure students understand and appreciate the dramatic scale, patterns and flow of international business in the modern business environment.
- Enable students to explore and analyse the international forces shaping the nature of international business at both national and supranational levels.

LEARNING OUTCOMES

On successful completion of the module, students should be able to:

- Select and analyse information to gain a coherent understanding of the theory and practice of international business.
- Assess the degree of 'Country Risk' of a particular country and its business implications.
- Assess the impact of EU political-legal and economic policies on firms operating in the EU.
- Show a detailed understanding of the nature of the International Monetary System and its relationship with the Global Economy.
- Analyse different national cultural environments and their consequences for international business.
- Recognise differing technological standards between different countries and regions and their impact on international business.

SYLLABUS

The Nature of International Business

- The Rapid Change of International Business
- International Trade and Foreign Direct Investment
- Theories of International Trade and Investment

The Political and Legal Environments Facing Business

- Country-level factors
- International Institutions
- EU Policy

The International Economic Environment

- Regional Economic Integration
- Emerging Economies

Global Foreign Exchange and Capital Markets

- The Determination of Exchange Rates
- Understanding the International Monetary System

The Cultural Environments Facing Business

- Key Dimensions of Culture
- Communicating across Cultures
- Cross-cultural Negotiation and Decision-Making
- International Business and Moral Relativism

Technological Factors

- Different international technological standards
- Different international infrastructural levels
- The internet and international business

Environmental Factors

- Topography and International Business
- Natural Resources and Environmental Sustainability
- Climate Change and the Global Economy