



Module code	GBE	NQF level	6
Credit value	15	Study duration	9 weeks

Global Business Environment

This module aims to:

- Build on the understanding of the elements of the business environment and the methods of analysis which businesses have available to them and aims to provide an overall understanding of international business challenges and opportunities
- Review of current international trade theories, the structure of the international financial marketplace and the international organisations which support it

Learning outcomes

On completion of this module, students will be able to:

- critically evaluate the motives for, and barriers to, internationalisation
- demonstrate understanding of current levels and trends of global trade and business
- critically evaluate modes of entry available to business in the international process
- comprehend the role of key supranational organisations
- display a critical appreciation of organisational functions in an international context

Syllabus

- Patterns of trade
- Trade theory
- Internationalisation process
- Globalisation vs regionalisation
- Environmental analysis
- Cultural differences
- International HRM
- International marketing
- International competition and strategy

Learning and teaching methods

The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Discussion contribution	2 weeks	End of Unit 2 and Unit 6	20%
Mid-module assignment	1,500-2,000 words	End of Unit 4	30%
End of module project	1,500-2,000 words	End of Unit 9	30%
Journal entries	300-500 words	Bi-weekly submission	20%