Global Business Environment

<table>
<thead>
<tr>
<th>Module Code</th>
<th>GBE</th>
<th>NQF level:</th>
<th>6</th>
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</thead>
<tbody>
<tr>
<td>Credit Value</td>
<td>15</td>
<td>Study duration:</td>
<td>9 weeks</td>
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This module aims to:

- Develop a clear understanding and appreciation of the enticements for and barriers to companies conducting business in and with countries outside of their domestic base.
- Equip students to understand the main economic trade theories and the global trade and business environment.
- Critically evaluate the strategic processes for entering international markets.
- Evaluate the role of the various international organisations.
- Develop in students a critical appreciation of factors and issues in global marketing, HRM and operations

Syllabus

- Introduction to International Trade & International Economic Trade Theories
- Recent trends in International Trade & Business, International Institutions
- Management Issues in Global Businesses
- Globalisation versus Regionalisation
- European Integration
- Political and Legal Forces in the international business environment
- Socio-Cultural Forces in the international business environment
- Issues in international Human Resource Management
- Issues in International Marketing
- International Competition and Strategy

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

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.

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission Date</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
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<tr>
<td>Mid-module assignment</td>
<td>1500-2000 words</td>
<td>End of Unit 4</td>
<td>30%</td>
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<tr>
<td>End of module project</td>
<td>1500-2000 words</td>
<td>End of Unit 9</td>
<td>30%</td>
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<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
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