

## Module title: Global Business Environment

<b>Module code:</b>	GBE	<b>NQF level:</b>	Level 6
<b>Credit value:</b>	15 credits	<b>Study duration:</b>	9 weeks

### Module description

This module builds on your 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.

### Aims

- 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

### 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

- 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 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.

### Assessment

Description of unit of assessment	Length / Duration	Submission Date	Weighting
Discussion contributions	Fortnight	End of Unit 2 and Unit 6	20%
Mid-module Assignment	1,500-2,000 words	End of Unit 4	30%
Journal Entries	300-500 words	Bi-weekly submission	20%
End of Module Project	1,500-2,000 words	End of Unit 9	30%