

International Business Environment

Module Code	IBE	NQF level:	7
Credit Value	10	Study duration:	6 weeks

Module description:

This 10 credit compulsory module is designed to provide students with an advanced understanding of the external context within which international businesses operate and the opportunities and challenges it poses to entrepreneurial firms, large and small. It begins by explaining the rationale for studying international business from the perspective of the entrepreneur. It then introduces to students key international trade theories and practices, and the application of such to the study of entrepreneurship. The several remaining lectures are dedicated to discussing the external challenges facing international firms, particularly economic, financial, political/legal, technological and cultural challenges.

This module aims to:

- enable students to obtain a thorough and critical understanding of the complex process of international business activity and the different ways large and small firms manage the process of change associated with international growth.

Learning outcomes

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

- Obtain a critical understanding of the reasons businesses expand to international markets
- Understand and critique different theories of international trade
- Obtain a critical understanding of the economic, political/legal, technological and cultural issues and challenges that surround international expansion;
- Obtain a critical understanding of the global flows of resources, ideas, knowledge and people, as key features of the global enterprise;
- Critically evaluate ways in which challenges might be overcome and firms can maintain a competitive position.

Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings. Students also have access to a series of 'Listen Again' lectures recorded on campus by Essex Business teaching staff. Tutor support will be available to students via phone, email, and weekly live seminar sessions. Each seminar revolves around a subject case study which links to the same resources used by students in the on-campus programme.

Syllabus

- Theoretical and Conceptual Issues
 - The economics of international business – economic trends and transformations.
 - International trade theories and practices.
 - Cultural sensitivities and management styles.
 - Entrepreneurship in the international business environment.
- Strategic and Operational Issues
 - World economic recovery (global and regional indicators, global outlook) and International Economic Environment.
 - Globalisation and its perspectives, global business; Trends in globalisation processes; pros and cons of globalisation.
 - International trade patterns, trading conventions and security issues for traditional and non-traditional (e.g. entrepreneurial firms, online businesses); the impact of global (e.g. WTO) and regional institutions (e.g. EU, NAFTA) on international businesses.
 - International financial environment (nations, regions and economic geographies, financial institutions, industries and organisations).
 - The cultural environment (national stereotypes and key dimensions of culture; cross-cultural management; cultural impacts on international business and strategies for developing inter-cultural competence).
 - The international legal environment (Legal environment and legal systems, operational and strategic concerns, intellectual property rights, counterfeiting, intellectual property conventions, Intellectual property rights and the level of economic development, intellectual property rights and the national cultural attitudes; IACC, WIPO, TRIPS, RIAA).
 - The international technological environment (Technology and innovation, technological diffusion, research and development, technological change, competitiveness, technology transfer, co-operative innovation strategies).

Description of unit of assessment	Length/Duration	Submission Date	Weighting
End of Module Project	2,500 words	End of Unit 6	70%
Discussion Forums x 2	Up to 10 posts in each forum	End of Units 2 and 4	20%
Individual Reflective Journal	3 entries	End of Units 2, 4 and 6	10%