



Module code	IBE20_PBUS7E	NQF level	7
Credit value	10	Study duration	6 weeks

International Business Environment

Module description

This 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:

- 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 internationalisation

Learning outcomes

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

- critically reflect upon the reasons a business expands into international markets
- appraise and critique different theories of international trade
- critically assess 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

Syllabus

- An overview of international business and globalisation
- International trade regulation and trade protectionism
- Regional economic integration
- International cultural environment
- International political and legal environment
- Contemporary issues facing international businesses and environments in which they operate

Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings. Tutor support will be available to students via phone, email, and a fortnightly seminar session.

Description of unit of assessment	Length/Duration	Submission date	Weighting
End of module project	2,500 to 3,000 words	End of Unit 6	70%
Discussion forums x2	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%