

Global Business Environment

Module Code:	SIB6002-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 6
Module Leader:	Professor Chengang Wang
Additional Tutors:	

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	82

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
MSA	Management Development Institute of Singapore (MDIS) / Full Year
MSA	Management Development Institute of Singapore (MDIS) / Semester 1
MSA	Management Development Institute of Singapore (MDIS) / Semester 2
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept - Jan)
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) / Full Year
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 1
BDB	University of Bradford / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

This course aims to provide an analysis of the World Economy and encourage an understanding of the relationship between International Business and other factors in the global economy. It is particularly constructed to provide participants with an active appreciation of the perspective of factors such as culture, national governments and international institutions.

Outline Syllabus

Overview of international business environment. Ethics and social responsibility. Culture factors in international business. Theories of international trade. Political economy of international trade. Theories of foreign direct investment. Political economy of foreign direct investment. International monetary system. Globalisation. Regionalisation. Emerging economies.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 have a derived knowledge base which consists of the basic mechanics of international political economy and the interaction of sub-factors with transnational companies;
- 2 develop the ability to apply concepts and theories in evaluation of international business environments in the context of changing global economy.
- 3 have skills in analysis and reasoning, teamwork and project reporting.

Learning, Teaching and Assessment Strategy

Knowledge is disseminated in lectures with tutorial support, in the form of tutor-led one-to-one tutorials to discuss the progress of group work, clarify lecture-related queries and discuss informal presentations made by students. Oral feedback is provided in tutorial sessions to enhance group learning.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Referral	Coursework	Supplementary: Individual assignment of up to 1500 words	0 hours	70%	No
Summative	Coursework	Group project up to 2500 words	0 hours	30%	Yes
Summative	Coursework	Individual assignment of up to 1500 words	0 hours	70%	No

Referral	Coursework	Supplementary: Individual reflective assignment of up to 1000 words	0 hours	30%	No
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Legacy Code (if applicable)

MAN0205M

Reading List

To view Reading List, please go to [rebus:list](#).