

International Business Environment

Module Code:	SIB7008-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

Availability Periods

Occurrence	Location/Period
PDA	Kozminski University / Full Year (Sept - Aug)
BDA	University of Bradford / Full Year (Sept - Aug)

Module Aims

1. To provide you with a broad overview of political, economic and social factors affecting operations of business on the global and foreign country markets.
2. To equip you with theoretical tools for the analysis of international business environment and the assessment of its effects on business operations.
3. To enable you to formulate basic business strategies in response to the environmental factors.

Outline Syllabus

Globalisation processes
National business systems and institutions
Socio-cultural theory in international business
International trade theory, processes and political economy
International monetary system
International economic institutions
Regional integration
Foreign direct investment
Political risk in international business
Corporate social responsibility in international business

Module Learning Outcomes

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

- 1
 - 1a. Identify a variety of economic, political, cultural and management theoretical perspectives for appraising the context where international enterprises operate.
 - 1b. Demonstrate knowledge of various aspects of international business environment, basic international business strategies, and the potential nature of interactions between them.
 - 1c. Evaluate strengths and limitations of theoretical perspectives for environmental analysis and strategy formation in international business.
 - 1d. Acquire awareness of the ethical dimensions of international business operations and government policy.
- 2
 - 2a. Employ relevant international business theory to identify features of global, domestic and foreign country markets that impact the operations of specific international business enterprises.
 - 2b. Appraise the impact of the environmental factors on the operations of international business enterprise.
 - 2c. Formulate basic strategic responses to opportunities and challenges posed by the business environment.
 - 2d. Critically evaluate the environmental and social consequences of international business activities.
- 3
 - 3a. Improve understanding of the nature and purposes of theory.
 - 3b. Apply theory to the analysis of social environment and practices.
 - 3c. Integrate information from various sources to develop more holistic bases for decision-making.
 - 3d. Write business reports.
 - 3e. Research, read and analyse academic and practitioner business literature and employ it in decision-making.
 - 3f. Develop/improve presentation and group-work skills.

Learning, Teaching and Assessment Strategy

Lectures will provide you with the information on dimensions of international business environment, the international business theories, and examples of how the theory can be

used to analyse the international business environment and formulate business strategy (learning outcomes 1a, 1b, 1c, and 1d). Tutorials and the final coursework assignment will give you an opportunity to practice the appraisal of international business environment and formulate of strategic responses to the opportunities and challenges posed by it (learning outcomes 2a, 2b, 2c and 2d). Tutorials will also be used to provide you with formative feedback on your understanding and application of the module concepts. Tutorial presentations and final coursework will also help you to develop transferable skills in research, reading, writing and group-work (learning outcomes 3a, 3b, 3c, 3d, 3e and 3f). You will be expected to engage in independent research and reading of academic and practitioner business materials beyond the core text on a weekly basis. The final coursework assignment will assess the achievement of all learning outcomes.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual assignment (2000 words)	0 hours	100%	Yes

Legacy Code (if applicable)

MAN4139M

Reading List

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