

STAGE 3

Module	International Business Environment
Course code	BABSH-IBE
Credits	10
Allocation of marks	40% Continuous Assessment
	60% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Appraise the theories and practice of international business.
2. Assess the key factors driving international business and the global economy.
3. Discuss the different political/legal, cultural, financial and economic environments encountered in the international marketplace.
4. Evaluate strategies used by international enterprises to support successful international operations.
5. Analyse government intervention in International Business
6. Discuss different levels of cross national cooperation and agreements that provide preference for member countries.

Module Objectives

This module provides a comprehensive introduction to the interdisciplinary subject of international business. Here we examine the economic and financial underpinnings of international business, and the more subtle organisational and cultural issues increasingly crucial to business success. This module analyses the competitive environment and provides a strategic view of international business. Through participation on this module, learners are provided with an opportunity to synthesize and apply existing knowledge across several disciplines.

Module Curriculum

The Nature of International Business

- Introduction: What is International Business?
- Globalisation drivers and the Internationalisation of the firm
- Theories of International Trade and Investment

Political and Legal Systems in National Environments

- Country-level factors
- International Institutions
- Governmental Influence on Trade

The International Economic Environment

- Regional Economic Integration

- Emerging Economies

Global Foreign Exchange and Capital Markets

- The Determination of Exchange Rates
- Understanding the International Monetary System

The Cultural Environments Facing Business

- Key Dimensions of Culture
- Communicating across Cultures
- Cross-cultural Negotiation and Decision-Making

Technological Factors

- Country-level international technological standards
- Country-level international infrastructural levels

International Strategy

- Global, Multinational and international strategies
- National Competitiveness
- Strategy in the multiple-country context