

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	GLOBAL ENVIRONMENT OF BUSINESS		
<b>MODULE CODE</b>	EC2102 (L5)	<b>CREDIT VALUE</b>	20 UK CREDITS / 10 ECTS
<b>SCHOOL</b>	SCHOOL OF BUSINESS MANAGEMENT		

### MODULE AIMS

The module aims to develop students' understanding of the global environment of business. It will include an examination of the pricing policies and investment decisions of firms operating in the world's economy. Different market entry strategies for MNEs operating in a world of trade blocs is explored.

### MODULE CONTENT

#### Indicative syllabus content:

The impact on international business of globalisation, and vice-versa.

The importance of international trade and the development of trade blocs.

A critical analysis of economic growth and development.

A critical understanding of the external environment in which a global business operates: Responses to political risk, different legal and economic systems and social and cultural diversity.

The impact of exchange rates on international business.

Multinational Enterprises: Competitive strategy for businesses operating in a global market. (Entry, pricing strategies, and Agency issues) Foreign Direct Investment.

### INTENDED LEARNING OUTCOMES

#### On successful completion of this module a student will be able to:

1. Explain the concept of globalisation and explore its implications for business.
2. Explain and evaluate the key theories of international trade.
3. Explain the external environment in which international business operates and evaluate its impact on business strategy.

### TEACHING METHODS

A combination of teaching and assessment strategies will aid student learning. Thus, the module provides some tutor inputs but it is expected that students will supplement this with their own reading and preparation for seminars and take part in informed discussion during seminars. Additional support can also be provided by arrangement outside normal timetabled sessions and by e-mail. Current issues in international business news will be highlighted to reinforce the theoretical input at every opportunity. Students will be exposed to international data, which will be used to develop their critical understanding and improve their capacity to analyse problems.

### ASSESSMENT METHODS

This module is assessed through a written case study and an examination.