

Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

Module name	International Business Environment
Module code	BM 2201
School	Cass Business School
Department or equivalent	Undergraduate Programme
UK credits	15
ECTS	7.5
Level	5

MODULE SUMMARY

Module outline and aims

The aim of this module is to give you an appreciation of the international context in which business is carried out. In order to be a competent international manager it is important for you to appreciate the international context in which international business is carried out. This involves understanding the challenges of operating across national boundaries, dealing with the requirements of other countries, their cultures and currencies if different from that of the home country, how the organisation there needs to be configured, communication, co-ordination and control issues and career issues that face the expatriate.

Content outline

In order to understand the international business environment in which people must operate it is necessary to explore the geographical, political, legal, economic, technical and social of the world we live in. To enhance your learning experience modules are designed to reflect contemporary issues in the business and financial world. As such, a degree of flexibility is expected in the exact content in terms of scope and coverage to ensure relevance to current circumstances.

Pre-requisites

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This module is designed for students taking the international stream who will already have taken International Management in their first year but it can be taken by other students in their second year who want to obtain a flavour of international business but who are not taking the international stream.

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

Knowledge and understanding:

- Understand the way in which the world is structured in terms of geographical political organisation, the way economic relationships through for example, regional trading blocs and trading agreements are conducted.
- Understand the economic and technical variables that explain the patterns of production and distribution of goods and services throughout the world
- Understand how social and cultural variables determine international business interactions
- Understand how legal systems and regulation also impact the international business environment

Skills:

- Determine the strengths and weaknesses and opportunities and threats of a business in the light of the environment in which it operates and to recommend how to deal with the situation accordingly

Values and attitudes:

- Understand the impact that different cultures have on values and attitudes and how that impacts business organisations and the best ways in which they can be organised to deal with the environment in which they operate
- Demonstrate an appreciation of ethical issues as they relate to both the subject matter and the wider business world.

HOW WILL I LEARN?

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A variety of learning and teaching methods will be used in this course.

Lectures are used to introduce context, concepts and techniques illustrated with practical and current examples. You will also have the opportunity to participate in class discussions and work through examples and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures.

Case presentations are used to explore the concepts and practices covered in the lectures in more detail. Specifically, they are used primarily to demonstrate technical material, although some discussion and analysis will accompany the practical techniques. Presentations are made by small groups of students to the class as a whole and you are expected to interact with the lecturer and other students.

Key learning and teaching resources will be put on the module website on Moodle.

In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures and presentations. You may also spend time working through sample exercises and questions. In addition you will be preparing and undertaking your coursework assignments and preparing for your final examination.

Teaching pattern:

Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning hours
Lecture	Lecture	20	80		100
Group presentations	Lecture	10	40		50
Totals		30	120		150

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WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

This module is assessed by Coursework and Examination.

Coursework will be in the form of group presentations and a paper setting out answers to the case presented.

At the end of the module you will sit one final 135 minute exam during the University exam period.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	Written assignment, including essay	30%	0	N/A
Final Exam	Written exam	70%	0	N/A

Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain

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grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University's Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

The textbook used for this module is,

Daniels J, Radbaugh L and Sullivan D (2013) *International business: environments and operations* – 14th edition. Harlow: Pearson/Prentice-Hall

Other material will be distributed in class.

Johnson D and Turner C (2016) *European Business* 3rd edition, Abingdon: Routledge.

This explores Europe, its internal environment and its relationship with the rest of the world.



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