**University Of Essex**

**Essex Business School**

**2017-2018**

**Module Outline**

**Module Title:** International Business Environment

**Module Code:** BE855-7-SP

**Module Leader:** Vania Sena

**Email:** vsena@essex.ac.uk

**Room:** tbc

**Term:** Spring

**Module Description**

This 10 credit compulsory module is designed to provide students with an advanced understanding of the external context within which international businesses operate and the opportunities and challenges it poses to entrepreneurial firms, large and small. It introduces to students key concepts such as globalisation, international trade theories and practices. The several remaining lectures are dedicated to discussing the external challenges facing international firms, particularly economic, financial, political/legal, technological and cultural challenges.

**Module Aims**

The main aim of the module is to enable students to obtain a thorough and critical understanding of the complex process of international business activity and the different ways large and small firms manage the process of change associated with international growth.

**Learning Outcomes**

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

* Obtain a critical understanding of the reasons businesses expand to international markets;
* Understand and critique different theories of international trade;
* Obtain a critical understanding of the economic, political/legal, technological and cultural issues and challenges that surround international expansion;
* Obtain a critical understanding of the global flows of resources, ideas, knowledge and people, as key features of the global enterprise;
* Critically evaluate ways in which challenges might be overcome and firms can maintain a competitive position.

**Skills for Your Professional Life (Transferable Skills)**

The module and class exercises will help you to develop the following transferable skills:

a) Ability to develop critical and practical problem-solving skills.

b) Ability to develop interpersonal communication skills through group debate and group presentations (individual contribution to group presentation/submission, ability to make presentations with a clear focus and purpose, engagement with the audience, clarity and use of language)

c) Interpretation of wider global economic trends;

d) Understanding of practical investment/ international trade decisions.

**Indicative Lecture Programme**

|  |  |
| --- | --- |
| Lecture | Content |
| 1 | Introduction to the module. Globalisation and internationalisation processes. |
| 2 | International trade theories and international trade regulation. The impact of government institutions on trade. |
| 3 | Regional economic integration. International legal environment |
| 4 | International cultural environment. Contemporary issues facing international businesses and environments in which they operate. Guest speaker. |
| 5 | Group presentations |

**Syllabus**

**Theoretical and Conceptual Issues**

* The economics of international business – economic trends and transformations.
* International trade theories and practices.
* Cultural sensitivities and management styles.
* Entrepreneurship in the international business environment.

**Strategic and Operational Issues**

* World economic recovery (global and regional indicators, global outlook) and International Economic Environment.
* Globalisation and its perspectives, global business; Trends in globalisation processes; pros and cons of globalisation.
* International trade patterns, trading conventions and security issues for traditional and non-traditional (e.g. entrepreneurial firms, online businesses); the impact of global (e.g. WTO) and regional institutions (e.g. EU, NAFTA) on international businesses.
* International financial environment (nations, regions and economic geographies, financial institutions, industries and organisations).
* The cultural environment (national stereotypes and key dimensions of culture; cross-cultural management; cultural impacts on international business and strategies for developing inter-cultural competence).
* The international legal environment (Legal environment and legal systems, operational and strategic concerns, intellectual property rights, counterfeiting, intellectual property conventions, Intellectual property rights and the level of economic development, intellectual property rights and the national cultural attitudes; IACC, WIPO, TRIPS, RIAA).
* The international technological environment (Technology and innovation, technological diffusion, research and development, technological change, competitiveness, technology transfer, co-operative innovation strategies).

**Learning and Teaching Methods**

The following learning and teaching methods will be used to inform the pedagogic structure of the module:

* Lectures;
* Seminars;
* Discussion of case studies;
* Discussion of journal articles;
* Class exercises;
* Group work;
* Signposting to other support.

Details will be available in the Module Handbook and on Moodle.

**Assessment**

25% Group report & presentation, 75% examination.

**Coursework**

The assessed coursework component of the module will comprise a group project to include a group report of up to 1,000 words and a group oral presentation.

Coursework will allow students to demonstrate their knowledge and understanding of the key concepts and theories, testing their conceptual, analytical and written communication skills.

**Coursework Submission Requirements**

The essay should not exceed the word limit. It should be word processed, double spaced, and written in an appropriately academic style.

It should include a full list of references for all articles, books and other sources (e.g. Internet sites) that have been cited in the body of the text.

It should be presented in essay form, with a clear introduction and a conclusion. Students should ensure that they have fully acknowledged the work of others in the body of the text. Coursework will be subjected to plagiarism detection software.

All coursework will be anonymous from 2017-2018 academic year, so students should ensure that only their registration number is included in the header.

Assignments should be submitted electronically to FASER by **9.00am** on the given deadline date.

For details on electronic submission, see:

<http://faser.essex.ac.uk/>

**Academic Offences Procedure**

For details of the University’s Academic Offences Procedure, see:

[www.essex.ac.uk/see/academic-offence](http://www.essex.ac.uk/see/academic-offence)

It is your responsibility to make yourself aware of the Academic Offences Procedure, the regulations governing examinations, and how to correctly reference and cite the work of others.

**Additional Support**

**EBS Learning Team**

Bev Jackson and Samer Gharib provide support for all students at the school. You can use this support to have a general discussion on study skills to help you with your programme, to talk through any difficulties you are experiencing or for feedback on your coursework and advice on how to improve your grades. You can make an appointment for a one-to-one tutorial. The team also runs a series of practical skills development sessions to help students with their studies. You’ll receive regular emails with details of the development sessions that are scheduled. You can contact the team on [ebslearn@essex.ac.uk](mailto:ebslearn@essex.ac.uk) or 01206 872314. You can also find study skills resources on Moodle on the EBS Student Resources page.

**Textbook, Additional Reading and Useful Journals for Independent Study**

All reading lists are available here: <http://readinglists.essex.ac.uk/>

**Essential reading**:

Selected Chapters from:

1. Daniels, J.D., Radebauch, L.H. and Sullivan, D.P (2014) International Business: Environments and Operations., 15th Edition, Upper Saddle River, N.J.: Pearson/Prentice Hall (or earlier editions)

2. Morrison, J. (2011) Global Business Environment: Meeting the challenges”, Third Edition, Palgrave.

**Recommended reading**:

Selected chapters from:

1. Adekola, A. and Sergi, B. (2007) Global Business Management: A cross-cultural perspective, Aldershot: Ashgate Publishing Limited.

2. Bhide, A. (2009) The Venturesome Economy: How Innovation Sustains Prosperity in a More Connected World, New Jersey: Princeton University Press.

3. Cavusgil, T. , Pervez N Ghauri , Ayse A. Akcal (2012) Doing Business in emerging markets, 2nd Edition, London: Sage Publications.

4. Christopher, E. (2012) Communication Across Cultures, Basingstoke: Palgrave Macmillan.

5. Hamilton, L. and Webster, P. (2012) International Business Environment, 2nd Edition, Oxford: Oxford University Press.

6. Hisrich, R.D. (2010) International Entrepreneurship: starting, developing and managing a global venture, London: Sage Publications.

7. Irwin, D.A.(2005) Free trade under fire, 2nd. Edition, Woodstock: Princeton University Press.

8. Lasserre, P. and Schutte, H. (2006) Strategies for Asia Pacific: meeting new challenges, Basingstoke: Palgrave Macmillan.

9. Peng, M.W. (2011) Global Business, International Edition, Second edition, South-Western Cengage Learning, UK. (or third edition, 2014)

10. Simon, H. (2009) Hidden Champions of the 21st Century: Success Strategies of Unknown

World Market Leaders: London, Springer.

11. Sirkin, H.L., Hemerling J.W. and Bhattacharya, A.K. (2008) Globality: competing with everyone from everywhere for everything, Boston Consulting Group: Headline Publishing Group.

12. Yueh, L. (2011) Enterprising China: Business, economic and legal developments since 1979, Oxford: Oxford University Press.

Students are encouraged to read:

• The Financial Times

• The Week

• The Economist

Journals:

• Journal of World Business

• Journal of International Business Studies

• Management International Review

• International Small Business Journal

• Journal of Business Venturing

• Entrepreneurship: Theory and Practice

• Plus selected web sites.

**Listen Again Available**

No