

DBS SCHOOL OF BUSINESS

LJMU DEGREE PROGRAMMES

MODULE PROFORMA

Module:	Global Business Environment	Level: 3
Assessment:	Continuous Assessment: 30%	Examination: 70%
Prerequisites:	Management	Credits: 12

Objectives:

- To develop a clear understanding and appreciation the enticements for and barriers to companies conducting business in and with countries outside of their domestic base.
- To equip students to understand the main economic trade theories and the global trade and business environment.
- To critically evaluate the strategic processes for entering international markets.
- To evaluate the role of the various international organisations.
- To develop in students a critical appreciation of factors and issues in global marketing, HRM and operations.

Learning Outcomes:

On completion of this module students will be able to:

- Critically evaluate the motives for, and barriers to, internationalisation.
- Demonstrate mastery of understanding of current levels and trends of global trade and business.
- Critically evaluate modes of entry available to business in the international process.
- Comprehend the role of key supranational organisations.
- Display a critical appreciation of organisational functions in an international context.

Syllabus:

Introduction to International Trade

- Global and Multinational strategies, Rationale for investing abroad,
- Methods of market entry.

International Economic Trade Theories

- Economic trade theories, Globalisation versus Regionalisation.
- (World Trade Organisation/Multilateralism) versus (Free Trade Areas; Customs Unions; Common Markets). Trade barriers/protectionism, technological transfer.

Socio-Cultural Forces

- National cultural characteristics and components, Impact of culture on international business.

International Institutions

- World Trade Organisation, International Monetary Fund, Key European Institutions.

European Integration

- Exchange rates (flexible and fixed), Formation and Monitoring of the European Monetary Union (EMU), European Markets (goods, services and factor markets) and Monetary Unions, European Enlargements.

Political and Legal Forces

- Political environment, Political risk, The international legal environment.

International Competition and Strategy

- Dimensions of global competition, Corporate strategy in a global economy.

International Human Resource Management

- International HRM approaches, International HRM policies and practices.

International Marketing

- International marketing mix, Market selection strategies, International marketing planning