

H7GBE: Global Business Environment

Module Code:	H7GBE
Long Title	Global Business Environment APPROVED
Title	Global Business Environment
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	Danielle Mc cartan-Quinn
Module Author:	FABIAN ARMENDARIZ- CORDOVA
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Interpret classic international trade theories and contemporary International Business theories to examine the current globalised context.
LO2	Analyse the main implications of globalisation on countries, companies and consumers, including future developments around technology and AI.
LO3	Recognise the role of international organisations and institutions in the global, and regional, business environment.
LO4	Differentiate the scope of global integration across nations and regional trade blocs.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	As per programme requirements (outlined in 4.2.2 Minimum requirements for general learning)

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Module Content & Assessment			
Indicative Content			
International Trade Theory in a historical context. Adam Smith's absolute advantage. David Ricardo's comparative advantage. Theory of factor proportions. Leontief Paradox.			
The Internationalisation of the firm. Overlapping Product Ranges Theory. Product Cycle Theory. Imperfect Markets and Strategic Trade.			
Globalisation and the international business environment. Globalisation as the macroenvironmental context of International Business. Patterns and trends in global phenomena. International Institutions. International Trade and Foreign Direct Investment. Eclectic theory. Ownership specific advantage. Location specific advantage. Internalisation.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Practical	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,3
Non-Marked:	No		
Assessment Description: For the purpose of continuous feedback, and to promote engagement with the course content, a number of short assignments based on in-class/on-line activities are set throughout the term. This could include quizzes, on-line collaborative work, on-line research, infographic/poster design, map 1,3 50 annotation, short presentations, etc. Students will be marked and feedback will be provided for each such activity.			
Assessment Type:	Essay	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: The purpose of these assignments is that students analyse a real life situation of a given organisation (case study) in terms of the international context surrounding it. Students must review, critically analyse and synthesise at least all the readings suggested in the reading list. Ideally, students should go beyond such reading list and source complementary materials. Students must ensure that their arguments integrate the theoretical framework from the readings and lectures with the evidence from the case study. They should source additional up-to-date secondary data about the company and/or the event in question, where possible, to support the analysis.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	24	Per Semester	2.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	Independent learning	89	Per Semester	7.42
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
Mike W. Peng and Klaus E. Meyer.. International business, ; Cengage Learning, [ISBN: 9781408019566].	
<i>Supplementary Book Resources</i>	
Michael R. Czinkota (Other Contributor). International Business, John Wiley & Sons, p.688, [ISBN: 9780470510292].	
Stuart Wall. International Business, FT Press, p.472, [ISBN: 9780273723721].	
<i>Recommended Article/Paper Resources</i>	
Levitt, T. (1983), 'The globalization of markets', Harvard Business Review, 61.	
Morgan, R.E. Katsikeas, C.S.. (1997), Theories of international trade, foreign direct investment and firm internationalization: a critique, Management Decision, 35.	
<i>Other Resources</i>	
[Video], TED talks, iTunes U.	
Discussion Note:	