

H9GBE: MNEs and the Global Business Environment

Module Code:	H9GBE
Long Title	MNEs and the Global Business Environment APPROVED
Title	MNEs and the Global Business Environment
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	10
Module Coordinator:	
Module Author:	Sinead O'Sullivan
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	Synthesise classic international trade theories and contemporary International Business trends to appreciate the application of these in the current globalised context.
LO2	Assess the main implications of globalisation, as well as the role of international institutions, on countries, organisations and consumers.
LO3	Analyse the interconnections and interdependencies among the various functional areas of contemporary international business activity, such as international finance, international marketing, International HRM and international value chain management.
LO4	Develop high level analytical skills and a reflective approach to evaluate complex international business situations.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Globalisation and the International Business Environment o Patterns and trends in international business o Globalisation and the Multinational Enterprise (MNE)			
International trade theory o Adam Smith's absolute advantage. o David Ricardo's comparative advantage. o Theory of factor proportions o Leontief Paradox o Overlapping Product Ranges Theory o Product Cycle Theory o Imperfect Markets and Strategic Trade o The competitive advantage of nations			
Internationalisation process o Methods for internationalisation (international expansion strategies) o Sequential theory of internationalisation o Simultaneous theory of internationalisation o Eclectic theory			
International Strategy n/a			
International Finance. o Import/Export trade financing o Multinational investing o International cash flow management o Foreign exchange exposure o Economic exposure o Countertrade			
International Marketing o International market research o Market segmentation o Target market selection o International marketing mix			
International Value Chain Management o International logistics o Supply-chain management o International packaging issues. o International storage issues.			
International HRM o Managing managers o Managing labour personnel			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment	% of total:	100
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: Learning objectives 1 4 are assessed by means of focused course work, group discussion and coaching from the lecturer throughout a series of assignments, based on case studies, which take place evenly spread in the semester period to maximise early feedback and to promote engagement. The Learning objectives are addressed by focusing on the fact that theories can only partially explain real contextual phenomena and thus a synthesis is to be sought by students to provide comprehensive analytical coverage.			
No End of Module Assessment			
No Workplace Assessment			

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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
Seminars	No Description	30	Once per semester	2.50
Total Weekly Contact Hours				2.50

Module Resources

Recommended Book Resources

Czinkota, M.R. et al., (2009), International Business, European Edition.

Wall, S. et al. (2010), International Business.

Henk Volberda, Robert Morgan, Patrick Reinmoeller, Michael A. Hitt, R. Duane Ireland. Strategic Management: Competitiveness & Globalisation, Cengage Learning Business Press, p.816, [ISBN: 9781408019184].

This module does not have any article/paper resources

This module does not have any other resources

Discussion Note: