

BS2209 – INTERNATIONAL BUSINESS ENVIRONMENT

Module Number: BS2209

Module Title: International Business Environment

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

Staff Member Responsible for the Module:

Dr. Yama Temouri
Economics & Strategy Group

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Availability: Please see office hours displayed on the door or group administrator, Lynne Woolley, SW907b, Extension 3038

Other Staff Contributing to the Module include:

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Availability: Please see office hours on door or group administrator, Lynne Woolley, SW 907b, Extension 3038.

Pre-Requisite(s) for the Module: None

Module Learning Outcomes:

Upon successful completion of the module students will be able to:

- Relate to the dynamics of the modern international business environment and the main forces largely responsible for shaping and reshaping this environment;
- Explain the impact of the international business environment on managers, particularly as it relates to the strategies they adopt for competing in the global market place, and on the ways in which managers can meet their desired objectives.
- Analyse the obstacles and opportunities that arise when competing globally.
- Critically appraise the specific situation of the multinational enterprise and its relationship with the state.
- Analyse the workings of the global capital and foreign exchange markets

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Module Content:

Week 1: Introduction and Overview

Week 2: International Trade

Week 3: International Trade continued

Week 4: The Political Economy of International Trade

Week 5: Foreign Direct Investment

Week 6: Foreign Direct Investment continued

Week 7: Regional Economic Integration

Week 8: The Global Monetary System

Week 9: Multinational Firm Strategy

Week 10: Global Production and Outsourcing

Week 11: Module review and revision.

Week 12/13: Examination

International Dimensions:

The examples in this module are not limited to the UK or Western Europe but are drawn from all over the world.

Corporate Connections:

Whilst undertaking the module, the student should be able to benefit from a number of illustrative examples of companies operating in the international business environment. These examples are included in the recommended course books.

Links to Research

Various parts of the course, particularly the lectures on Foreign Direct Investment will link in with Dr Yama Temouri's research on the determinants and effects of FDI.

Learning and Teaching Rationale and Methods

One hour lectures in weeks 1-11 (revision week 11) and five tutorials.

The lectures introduce the main lines of the subject. The tutorials are all linked to the subject of the lectures. They check comprehension and stimulate thinking, and give confidence in discussing new subjects. Neither the lectures nor the tutorials intend to

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give all the facts that might be required to give a convincing answer in the assessment. They are an aid to private study, making the material more accessible, and pointing you to sources from which you can draw your own examples.

How are the 100 Learning Hours per Module Achieved?

Contact hours	16 hours
Private study and reading	82 hours
Examination (100%)	2 hours
Total	100 hours

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

Assessment and Feedback Rationale and Methods

The two hour closed book examination is designed to assess the learning outcomes above, by testing the students' knowledge of the relevant theories. Particular emphasis is placed on their ability to critically evaluate the theories used to explain various phenomena in International Business.