

MODULE: **INTERNATIONAL BUSINESS MANAGEMENT**

CODE: **BABS-3-2-10**

Stage: **III**

Credit Points: 4 semester credits / 6 quarter units

Overview and Aims

This module aims to provide students with a clear understanding of the:

- Dramatic scale, patterns and flow of international business in the modern business environment
- International market entry methods and global barriers to international business
- Importance of international trade and foreign investment in today's market environment
- Importance of the Internet to International Business

On completion of this module students will be able to:

- Critically assess the dynamic environment in which international businesses operate
- Select and analyse information to gain a coherent understanding of the theory and practice of international business
- Evaluate and discuss methods of entry to international markets
- Use International Market Research to assess the risks involved in international business
- Debate the use of technology to shape the future of the international business environment

Module Content

The Nature of International Business

Trends and developments in International Business

Domestic versus Overseas Markets

The International Environment

International Business Models

Challenges facing International Business

Trading & Investing in International Business

The Importance of International Trade

Foreign Investment / problems and profits

Entering overseas markets

Channels of distribution in overseas markets

Economic Theories of International Business

International Trade Theory

Trading Restrictions

Economic Trends & Development

International Investment Theories

Trends & Developments of International Organisations

United Nations

WTO

International Monetary Fund

Economic Integration

The European Union

Financial Influences on International Business

Fluctuating Currency values

Tariffs and Taxation

International Banking

Inflation

Physical Environment on International

Location

Topography

Climate

Natural Resources

Socio-cultural Forces on International Business

Socio – cultural Impact

Education and Language

Understanding National Cultures

Traditional roles in society

Employer / employee relationships

Political & Legal Forces on International Business

Political ideology

Government versus private ownership

Protectionist strategies

International Disputes & settlements

Legal aspects of International business

Competition and International Business

Levels of competition in International Business

Developing a competitive advantage in an International Market

Global strategic planning

Assessing and analysing international markets

International Country Risk Assessment (CRA)

Market Screening

Segment Screening

Impact of Technology on International Business

Access

Availability

Cost

Speed of processes

Trends and developments of IT in the future