## BAM 2208 INTERNATIONAL BUSINESS ENVIRONMENT (3 CU) (International Business Option)

**Description**

The increasing concern about threats to the conducting of international business in the environment is a significant factor that warrants operational and strategic adjustments to cope with the new environmental laws and regulations. Multinational companies are expected to operate under an environmental ethic beyond simply what the law requires. This course incorporates environmental ethics and analysis into the traditional core subjects of international business courses and references a wide body of literature that can be utilized.

**Objectives**

To provide students with a broad and deep understanding of the external drivers of change and the opportunity and challenges presented to businesses operating in an international context, including the macroeconomic & regulatory factors in which concepts like globalisation have to be examined and managed. A specific focus will be on understanding the global business environment.

**LEARNING OUTCOMES**

A Knowledge and understanding

* Key theories, concepts, principles and means of economic change as a framework for analyzing the international business environment
* Understanding of consumption, production, exchange and distribution in international business relations
* Knowledge and understanding of the European business
* environment of firms; the implications of Single Market policies and
* environmental legislation

**Content Description**

· Theories of international economics, trade & development

· Theories of economic integration

· Globalisation in national, regional & international contexts

· Comparative & competitive advantage

· Emergence of the audit & regulatory state

· Investigating the new economy

· The Single Market & its associated policies

· European Community law

· Member States

· Regions & regional policy

· Competition policy

· Workplace issues and changing industrial organization

· Environmental issues

**ASSESSMENT METHODS**

Assessment comprises 30% coursework and 70% for a final examination. Students must achieve a minimum of 50% to be given a pass in the module.

Course work assessment 30%

Final Examination 70%

100%

The minimum cumulative mark required to pass is 50%, is required to pass this unit. This includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination.

**Indicative Sources**

**Core Text Books**

John Sloman (JS) (*et al)* “Economics for Business” (2nd edition) FT Prentice Hall, (2001)

**Recommended texts**

Dermot Mcleese (DM) “Economics for Business” (2nd edition) FT Prentice Hall, (2001).

Rugman A.M. (RAM) (*et al)* “International Business” (3rd edition) FT Prentice

Hall, (2000).

Jeff Madura (JM) “Financial Markets and Institutions” (5th edition) South

Western Thomson Learning, (2001).