

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	BA International Business
FHEQ Level:	6
Course Title:	Managing the International Business Environment
Course Code:	BUSM 6101
Total Hours:	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS CATS credits 4 UK credits

Course Description:

This course provides a managerial perspective into the structure and operations of multinational corporations (MNCs) in the global business environment. It focuses on the economic, sociocultural, technological, political, legal, financial, and ecological environment in which international business takes place within which strategic and functional issues are studied from the MNC's perspective. Special attention is paid to the MNC as a responsible global business. This course embeds the UN SDGs 13 and 16 by placing emphasis on climate regulations (SDG 13) and developments internationally and dwelling on transparency rankings internationally (SDG 16).

Prerequisites:

70 Credits

Aims and Objectives:

This course aims to prepare students to achieve critical understanding of the external global environment in which businesses operate and the impact that this has on the way that Multinational Corporations act, paving the way to market research and international management consultancy.

Programme Outcomes:

A.6.(i), A.6.(ii), B.6.(i), C.6.(i), D.6.(i)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Course Learning Outcomes	Programme Learning Outcomes
To develop a systematic understanding of the business environment factors (political, economic, financial, legal, technological and ecological) that determine the approach that businesses can take in their international expansion.	A.6.(i)
To develop the ability to critically respond to a changing business environment by incorporating adaptations that multinational enterprises might take when expanding into different geographical areas in relation to their financial, human resources, production, or marketing functions.	A.6.(ii)
Identify and assess critically the different perspectives that businesses have taken when expanding internationally considering the specific business environment and the business internal dynamics within the framework of globally responsible businesses.	B.6.(i)
Engage in effective collaborative learning where group work considers different team perspectives similarly as businesses are able to operate within the diverse international and cultural environment.	C.6.(i)
Apply specific business knowledge within a group set-up to assess critically practical cases and advise on situations within the context of businesses' international expansion, paving the way for consultancy or market research professional avenues	D.6.(i)

Indicative Content:

- Understanding of the political, socio-economic and financial factors that are specific to different geographical areas and that contribute to shaping the way businesses are carried out in different parts of the world.
- Further understanding of ecological and technological factors and their importance in the current international business environment and how businesses need to adapt to while expanding internationally. Analysis of recent trends in digital connectivity, supply chain disruption and environmental factors that are currently shaping businesses globally.
- Specific understanding of individual regions in which further business integration occurs such as the European Union.
- Understanding of the demands of the European Single Market for global businesses
- Concept of multinational enterprise; strategic orientation and structure, international strategic expansion modes.
- Analysis of the different functional approaches taken by multinational enterprises.
- Development of a functional approach regarding international adaptations that MNCs effect in relation to their production, marketing, supply chain, financial organisation and human resources. Reference to sustainability at the strategic level.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Collinson, S., Narula, R., Qamar, A. and Rugman, A.M. (2024) *International business*. 9th edn. Harlow: Pearson.

Czinkota, M.R., Ronkainen, I.A. and Gupta, S. (2021) *International Business*. 9th edn. New York, NY: Cambridge University Press.

Daniels, J. *et al.* (2021) *International Business, Global Edition Environments & Operations*. 17th edn. Harlow: Pearson Education.

Morrison, J. (2023) *The Global Business Environment: Sustainability in the balance*. London: Bloomsbury Academic.

Verbeke, A. and Lee, I. (2021) *International Business Strategy: Rethinking the Foundations of Global Corporate Success*. 3rd edn. Cambridge: Cambridge University Press.

Wild, J.J. and Wild, K.L. (2024) *International business: the challenges of globalization*. 10th ed. Harlow: Pearson.

Journals

International Journal of Business Insights & Transformation.

Business Ethics.

Environment & Responsibility.

Websites

The Financial Times. Available at: www.ft.com (Accessed: November 2024).

The Intergovernmental Panel on Climate Change. Available at: <https://www.ipcc.ch/> (Accessed: November 2024).

OECD Statistics. Available at: <https://data-explorer.oecd.org/> (Accessed: November 2024).

World Bank Indicators. Available at: <https://www.worldbank.org/en/businessready> (Accessed: November 2024) .

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Dec 2024	