

Module Title International Business Environment	Reference BSM029 SCQF SCQF Level 11 SCQF Points 15 ECTS Points 7.5 Created September 2002 Approved August 2013 Amended August 2013 Version No. 6
Keywords Business environment, competitive environment, scenarios, business process management principles	

This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

None in addition to course entry requirements or equivalent.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

To provide learners with the means to analyse, interpret and make sense of the remote and competitive business environment in the context of international and global perspectives.

Indicative Student Workload

	Full Time	Part Time	Distance Learning
<i>Contact Hours</i>			
All	36	36	12

Directed Study

All	74	74	98
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Private Study

All	40	40	40
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Mode of Delivery

The module is delivered in Full and Part Time mode by lectures, interactive group work, case study tutorials and directed self-study. In Distance Learning Mode delivery is by online participation and discussion with self directed learning from paper-based and/or web-based learning materials, with some corporate deliveries supported by

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1. Use evidence based techniques to provide a narrative description of the remote and competitive environment.
2. Identify, describe and critically evaluate the impact that globalisation may have on 21st century business practice and performance.
3. Describe the observable changes in the environment and critically evaluate the impact and consequences on organisations and the individual.

Indicative Module Content

Using evidenced based techniques, Developing narratives, Environmental scanning and decision making, Analysis of the external environment, Understanding market structure, Analysis of the competitive environment, Globalisation, aspiration and the growing middle class, Geopolitics and business, The 'race to the bottom?', The 'bottom of the pyramid'? the

seminars and/or on-line support.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3

Coursework 1 consists of a report analysing and assessing the implications of the business environment on industries and businesses

Indicative Bibliography

1. BROOKS, I., WEATHERSTON, J. and WILKINSON, G., 2011. *The international business environment*. 2nd ed. Harlow: Prentice Hall. *ebook*
2. MORRISON, J., 2006. *The international business environment: global and local marketplaces in a changing world*. Basingstoke: Palgrave Macmillan. *ebook*
3. NEEDLE, D., 2010. *Business in context: an introduction to business and its environment*. 5th ed. Andover: South-Western Cengage. *ebook*

issue of inequality and market growth, Stakeholder analysis, importance and the response of firms, Business ethics, Corporate social responsibility, Organisational environment and the nature of work and motivation.