

The International Business Environment module contains two subunits:

Economics

Short Description	<p>This sub unit falls into three main parts</p> <ul style="list-style-type: none">• examination of classic and modern theories of international trade which are then applied to undertake an analysis of the international trade pattern including free trade, protectionism, trade barriers and the importance of the general economic growth for international trade• analysis of the historical and current influence on international relations of the most important international business institutions• study of a range of macroeconomic models which are applied to an analysis of various countries in regard to economic and political opportunities, costs, benefits and challenges to their independence.
Aims	<p>To provide students with the necessary theoretical and practical knowledge of economic and non-economic areas in order to understand, and operate effectively in, the global market-place.</p>
Learning Outcomes	<ul style="list-style-type: none">• To provide knowledge of the structure and pattern of international trade, the economic theories of international trade and the multilateral trading systems• To present microeconomic and macroeconomic models that will enable the students to analyse economic and political changes in the world economy• To introduce students to important international institutions and their relevance to international trade and policy

Culture Studies

Short Description	<p>Culture Studies builds on previously-learned established cultural theories as promulgated by scholars such as Geert Hofstede, Fons Trompenaars and Edward T. Hall, and further develops fundamental understanding of the concept of culture, cultural differences and their relevance to international trade.</p> <p>Students learn to identify the latest cultural trends of relevance to international business, to undertake cultural research and to assess the significance of individual cultural traits in a global perspective.</p>
Aims	<p>To provide students with theoretical and practical knowledge of culture in a broad sense to enable them to operate efficiently in the global market place.</p>

Learning Outcomes	<ul style="list-style-type: none">• To enable students to reflect on the impact of cultural, historical, ethical, sociological, political, psychological, religious and philosophical aspects on management decision making in the global market place, enabling them to understand and identify the forces that create intercultural differences and to develop a personal intercultural strategy at a management level.
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