

Unit 6 International Business Environment			
Unit aims	The unit will enable learners to explore the changing international business environment and to develop knowledge and understanding of its effect on organisations.		
Unit level	7		
Unit code	H/650/5365		
GLH	60		
Credit value	15		
Unit grading structure	Pass-Merit-Distinction		
Assessment guidance	<p>To achieve this unit learners must produce work which demonstrates achievement of the learning outcomes at the standards provided by the assessment criteria.</p> <p>Learners must relate their work to the ATHE assignment scenario and use real life examples to illustrate their points. The learner will need to demonstrate their understanding of globalisation and international operations and its effect on business organisations. There is a requirement to use information from specific organisations to meet some of the stated standards. Learners will need to agree with tutors an appropriate organisation on which to base their study. Tutors need to ensure that the organisation chosen is suitable. Additional assessment guidance is provided in the ATHE assignment.</p> <p>Learner work should demonstrate substantial coverage of the unit indicative content.</p>		
Learning outcomes The learner will demonstrate that they:	Assessment criteria The learner can:		
	Pass	Merit	Distinction
1. Understand the international environment for business	1.1 Evaluate business techniques used to analyse the international business environment 1.2 Analyse the micro and macro environment of a specific business organisation which operates on an international level	1M1 Assess the extent to which working in an international environment impacts on the success of an individual business organisation	LOs 1 and 2 1D1 Evaluate the risks involved in operating in an international environment
2. Understand the impact of globalisation and international trade on business	2.1 Assess the impact of globalisation and international trade on national economies	2M1 Review the organisational structures of businesses operating	

	2.2 Analyse the benefits, opportunities and challenges of globalisation and international trade for a specific business organisation	in global and international markets	
3. Understand the international markets in which businesses operate	<p>3.1 Analyse the implications for businesses of the cultural and regulatory diversity in international markets</p> <p>3.2 Evaluate possible conflicts between corporate strategy and ethical, social and sustainable responsibilities in international markets</p> <p>3.3 Assess the importance of corporate social responsibility and sustainability for supporting business success in international markets</p>		3D1 Compare management approaches to sustainability in international business organisations

Indicative Content

LO1 Understand the international environment for business

- Analysis techniques: environmental analysis and diagnostics, environment audit, Porter's diamond (The Competitive Advantage of Nations - Porter), PESTLE, 'Five Forces' analysis
- Micro-environment: stakeholders, suppliers, customers, competitors, market intermediaries
- Macro-environment: external climate, economic conditions, political opinion, legal environment (national and international), cultural environment, resources, for example capital, people and natural, technology
- International business environment: culture, Corporate Social Responsibility (CSR), politics, environmental issues, globalisation

LO2 Understand the impact of globalisation and international trade on business

- History: economic theory, dependency theory, non-western cultures, maritime European empires, industrialisation, trade and empire, Bretton Wood, development of communications, information technology
- Extent of globalisation (international trade) – trade, labour movement, cultural exchange, technical development and exchange and capital
- Effects of globalisation – effects on markets, business change, capital, jobs and outsourcing, cultural dominance, natural resources, conflict; debates: benefits and challenges of globalisation, advocates and critics
- Operations: international business conduct, competition in different markets, international brand development, protection of IP, trade partnerships, politics and regulation, security, ethics

LO3 Understand the international markets in which businesses operate

- Sustainability
- Moral and Ethical issues: organisation purpose, nature of business ethics, corporate responsibility, social responsibility, corporate accountability, corporate governance, cultural conflict (for example: nature of bribes and rewards), different economic models, Different ethical frameworks (theories: deontological and utilitarianism), Hofstede, Hall (monochronic and polychronic cultures)
- Conflicts: current conflicts and issues should be examined. Examples include: climate change and environmentalism, anti-globalisation and social responsibility, 'Peak Oil', greater insecurity, relationships with government, technological change and privacy concerns, social media, intellectual property issues
- Legislation: UK, European, global and other national legislation and guidance; global agreements on carbon; legislation on pollution; agreements on issues affecting specific industries, for example fishing agreements; institutions; codes of practice and guidelines from international (e.g., OECD, ISGN), and industry (e.g., ISAR) bodies, reporting mechanisms (audit standards)

Suggested Resources

Collinson, S., Narula, R., Qamar, A. and Rugman, A.M., 2020, International business, Pearson UK

Czinkota, M.R., Ronkainen, I.A. and Gupta, S., 2021, International Business, Cambridge University Press

Fatehi, K. and Choi, J., 2019, International Business Management, Springer

Goodwin, N., Harris, J.M., Nelson, J.A., Roach, B. and Torras, M., 2019, Principles of Economics in Context, Routledge.

LeRoy, S.F. and Werner, J., 2014, Principles of Financial Economics, Cambridge University Press

Mellahi, K., Meyer, K., Narula, R., Surdu, I. and Verbeke, A. eds., 2021, The Oxford Handbook of International Business Strategy, Oxford University Press

Szkudlarek, B., Osland, J.S., Nardon, L. and Zander, L., 2020, Communication and Culture in International business—Moving the Field Forward, Journal of World Business, 55(6), p.101126

Verbeke, A., 2021, International Business Strategy: Rethinking the Foundations of Global Corporate Success, Cambridge University Press

Websites

www.barclays.co.uk - Barclays Bank

<http://www.bbc.co.uk/news/business/economy> - BBC News: Economics

www.competition-commission.org.uk - Competition Commission

www.dbresearch.com - Deutsche Bank Research

www.sparknotes.com/economics - Economics Study Guides

www.statistics.gov.uk - National Statistics

www.oft.gov.uk - Office of Fair Trading

www.revision-notes.co.uk - Revision Notes

www.bankofengland.co.uk - The Bank of England

www.economist.co.uk - The Economist

www.ft.com - The Financial Times

www.guardian.co.uk - The Guardian

www.independent.co.uk - The Independent

www.ifs.org.uk - The Institute for Fiscal Studies

www.imf.org - The International Monetary Fund

www.londonstockexchange.com - The London Stock Exchange

www.telegraph.co.uk - The Telegraph

www.the-times.co.uk - The Times

www.un.org - The United Nations

www.wsj.com - The Wall Street Journal

www.worldbank.org - The World Bank

www.hm-treasury.gov.uk - UK Treasury

Unit 6 International Business Environment – Supporting information	
Opportunities for Synoptic Teaching and Learning	
Learners and tutors will have the opportunity to link the learning from this unit with the content of other units.	
Learning Outcome	Teaching and learning links to other unit LO/AC
LO1 Understand the international environment for business	Unit 11 International Marketing, LO1 Understand the implications of international marketing for organisations
LO2 Understand the impact of globalisation and international trade on business	Unit 8 International Finance, LO4 Understand key issues and approaches to international financial management Unit 11 International Marketing, LO3 Understand the requirements of international marketing communications
LO3 Understand the international markets in which businesses operate	Unit 8 International Finance, LO4 Understand key issues and approaches to international financial management Unit 11 International Marketing, LO3 Understand the requirements of international marketing communications
Opportunities for Synoptic Assessment	
Some of the AC require knowledge from one or more of the LOs.	
LO1, LO2 and LO3 are all related as they explore different aspects of the international business environment with each aspect impacting on the way that businesses approach international opportunities, risks and sustainability. AC 1D1 is synoptic in that it requires a combined understanding of both LO1 and 2.	

Opportunities for Skills Development within this unit	
Employability Skills	Study Skills
<p>Problem-solving – Using analytical skills, e.g. research skills, handling information, consulting multiple sources, categorising information. Using critical thinking skills, e.g., listening to/reading all information, identifying others' positions, arguments and conclusions, weighing up opposing arguments (avoiding jumping to conclusions, spotting fake ideas/news) drawing conclusions (LO1, LO2, LO3)</p>	<p>Using sources of information – Accessing information ie choosing current, sufficient, relevant and reliant sources (LO1, LO2, LO3)</p> <p>Reading skills – Identifying different reading materials. Reading with a purpose, e.g., to understand an idea/concept, to retain information for revision, to research (LO1, LO2, LO3)</p> <p>Thinking skills - Using analytical skills, eg research skills, handling information, consulting multiple sources, categorising information. Using critical thinking skills, eg listening to/reading all information, identifying and interpreting others' positions, arguments and conclusions, weighing up opposing</p>

	arguments (avoiding jumping to conclusions, spotting fake ideas/news), drawing conclusions (LO1, LO2, LO3)
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