



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
INTERNATIONAL BUSINESS ENVIRONMENT	

Annotation
<p>The purpose of the course is to enable students to acquire knowledge of the main drivers of the international business environment; to develop analytical skills to research, analyse and assess the macroeconomic environment of international business; to constructively assess the state of the world economy and development trends; and to make decisions on international business development. The course will enable students to identify problematic situations, assess macroeconomic changes in the international business environment and justify their impact on international business development.</p>

Lecturer (s)	Department(s) where course unit (module) is delivered
<p>Coordinator: Assoc. Prof. Dr Ilona Kiaušienė Other</p>	<p>Kaunas Faculty Institute of Social Sciences and Applied Informatics</p>

Study Cycle	Type of the course unit (module)
Second cycle	Compulsory Course

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Auditorium / Remote	1 semester	English

Requirements for students	
Prerequisites: —	Additional requirements (if any): —

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	34	96

Purpose of the course unit (module): programme competences to be developed		
<p>To provide knowledge of the main drivers of the international business environment and to develop the analytical skills to critically assess the macroeconomic business environment of the world's countries and to project trends, taking into account the decisions of the public policy and justifying the interrelationships of phenomena and their influence on the development of international business.</p>		
Learning outcomes for the course unit (module)	Teaching and learning methods	Assessment methods
<p>Will be able to work in a cross-cultural team and make sustainable decisions based on reliable reasoning, taking responsibility for the impact of their performance on business and society. (1.1)</p>	<p>Literature studies, preparation of individual written work (comparative analysis of the selected policy), group discussion, analysis of problematic issues and selection of solutions, preparation and presentation of a report.</p>	<p>An oral/written plan to solve the problem. Individual written work. Report.</p>

Will be able to plan, organise and coordinate team activities in a multicultural environment, making personal and international business management decisions. (1.2)	Problem-based teaching, literature studies, preparation of an individual written work (comparative analysis of the selected policy), group discussion, analysis of problematic issues and selection of solutions, preparation and presentation of a report.	Case study. An oral/written plan to solve the problem. Written survey (mid-term assessment and exam). Individual written work. Report.
Will be able to analyse the global macroeconomic business environment and identify current problematic situations in the economic development of the world's countries, proposing alternatives based on an assessment of opportunities and consequences. (2.4)	Problem-based teaching, literature studies, preparation of an individual written work (comparative analysis of the selected policy), group discussion, analysis of problematic issues and selection of solutions, preparation and presentation of a report.	Analysis of the situation. Written survey (mid-term assessment and exam). Individual written work. Report.
Will know the main results of studies assessing the global macroeconomic business environment and the ability to creatively view the analysed situations and propose effective political solutions to solve them as well as justify management decisions in business strategy. (3.1.)	Problem-based teaching, literature studies, preparation of an individual written work (comparative analysis of the selected policy), group discussion, analysis of problematic issues and selection of solutions, preparation and presentation of a report.	Analysis of the situation. Written survey (mid-term assessment and exam). Individual written work. Report.
Will be able to collect, systematise, analyze and interpret information and empirical data on the relationship between the economic growth of a state and international business development, applying quantitative and qualitative methods. (3.2.)	Problem-based teaching, literature studies, preparation of an individual written work (comparative analysis of the selected policy), group discussion, analysis of problematic issues and selection of solutions, preparation and presentation of a report.	Analysis of the situation. Written survey (mid-term assessment and exam). Individual written work. Report.
Will be able to critically assess the individual country and global macroeconomic business environment and the effectiveness of policy measures in making international business development decisions. (5.3)	Problem-based teaching, literature studies, preparation of an individual written work (comparative analysis of the selected policy), group discussion, analysis of problematic issues and selection of solutions, preparation and presentation of a report.	Analysis of the situation. Written survey (mid-term assessment and exam). Individual written work. Report.

Content: breakdown of the topics	Contact hours						Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	Contact hours	Self-study hours	Assignments
Introductory lecture: introduction to the course, introduction to object of the studies, requirements, structure of the course, methodology of work during lectures. Introduction to the field of international business.	2						2	8	Information retrieval.
The state and the public	2		1				3	6	Analysis and

sector: legal regimes and government types, the public sector and its importance in specific countries, economic crises and the public sector, saving policies as a response to economic crisis, lessons of the latest economic crisis and new challenges for international business.									generalization of scientific articles and literature on the topic, group work.
State and market failures: the negative aspects of market economy (inflation, unemployment, economic cycles, etc.), market shortcomings (externalities, public goods, monopolies, income inequality, and asymmetry of information), the main state policies for overcoming market failures and barriers, the shortcomings of government policies and the main causes of them and impacts on international business.	2		1				3	7	Analysis and generalization of scientific articles and literature on the topic, group work, discussion, report preparation.
Culture's importance in international business: identification and dynamics of cultures, behavioral practices affecting business, problems in communicating across cultures, measuring cultural differences.	3		1				4	11	Information retrieval, analysis and generalization of scientific articles and literature on the topic, case study, discussion.
Governmental and legal systems: politics, laws, and operating internationally, the political environment, the state of political freedom, political risk, the legal environment, legal issues facing international companies, politics, law, and the business environment, formulating and implementing political strategies.	2		1				3	5	Analysis and generalization of scientific articles and literature on the topic, group work, discussion.
The economic policy of the state: theoretical background, objectives, instruments, the role of the state in the economy, policy instruments, the criteria for dividing countries into different economic categories, overview of economic policy in the world and its impact on global economic development and international business, assessing economic development, performance, and potential.	3		1				4	11	Information retrieval and systematisation, analysis and generalization of scientific articles and literature on the topic, analysis of the situation, discussion, preparation of an individual written work.
Societal changes and social	3		1				4	7	Information

developments: demography and the labour market, the essence and main tenets of social policy, the content and goals of social policy, the main challenges for social policy and their impact on the global business environment and international business.									retrieval and systematisation, analysis and generalization of scientific articles and literature on the topic, problem solving task, discussion, preparation of an individual written work, preparation of a report.
Technological change: key trends and priorities, digital technologies, digitisation of business, and smart technologies, digital society and business, challenges and opportunities of digitisation, and benefits for international business.	2		1				3	7	Information retrieval and systematisation, analysis and generalization of scientific articles and literature on the topic, analysis of the situation, discussion, preparation of an individual written work.
Other policies and their impact on international business: innovation policy and its priorities, regional policy objectives and implementation, environmental policy: the meaning, general principles and basic framework of environmental policy, etc.	3		1				4	8	Information retrieval and systematisation, analysis and generalization of scientific articles and literature on the topic, problem solving task, discussion, preparation of an individual written work, preparation of a report.
Mid-term assessment.	2						2	12	Independent learning, study of literature.
Exam.		2					2	14	Independent learning, study of literature.
Total	24	2	8				34	96	

Assessment strategy	Weight, %	Deadline	Assessment criteria						
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<p>Completion of tasks (case analysis, analysis of the situation, problem solving task), group work, participation in discussion</p>	<p>10%</p>	<p>During the semester</p>	<p>The student's work and assignments during lectures and seminars are assessed. Assessment criteria: 1) statement of opinion and argumentation (integrity of the text, consistency, correctness of language) (5 points); 2) communication with the audience (persuasiveness, fluency) (2 points); 3) Answering questions (completeness of information, logical reasoning) (3 points). The final assessment is the arithmetic average of the assessments of completed tasks.</p>
<p>Mid-term assessment</p>	<p>30%</p>	<p>Week 9 to 10</p>	<p>The assessment consists of 10 to 20 closed and open-ended questions and/or 1 to 2 assignments (of different difficulty, from comprehension to assessment), each graded with its assigned mark(s). The aim of closed questions is to assess the knowledge and understanding of student's policies and measures having impact on global business environment. The aim of open questions is to assess the abilities of students to think critically, analyse and to develop creative solutions of problematic issues. The assessment is as follows: 10 points. Excellent knowledge and skills. Assessment level. 95-100% correct answers. 9 points. Very good knowledge and skills, there may be minor mistakes. Level of synthesis. 85-94% correct answers. 8 points. Average knowledge and skills, there are mistakes. Level of analysis. 75-84% correct answers. 7 points. Knowledge and skills are below average, there are (substantial) mistakes. Level of knowledge application. 65-74% correct answers. 6 points. Knowledge and skills still meet the minimum requirements. Lots of mistakes. Level of knowledge application. 55-64% correct answers. 5 points. Knowledge and skills still meet the minimum requirements. Lots of mistakes. Level of descriptions. 45-54% correct answers. 4-0 points. Minimum requirements not met. Less than 44% correct answers. The final assessment is the arithmetic mean of the answer assessments.</p>
<p>Individual paper and its presentation</p>	<p>30%</p>	<p>Until week 15</p>	<p>The student prepares an individual written work (a comparative analysis of a policy (economic, social, regional, environmental, monetary, fiscal or other) and an assessment of its impact on international business in selected countries. The main criteria and scores for assessment: 1) the ability to identify current issues of economic development, explain them properly, and emphasise their relevance and surrounding problems, etc. (2 points); 2) the ability to present specific examples in other countries that correspond to the issue and to analyse and assess them critically (2 points); 3) the ability to creatively and innovatively view the analysed situations and to develop efficient policy- based solutions for dealing with them (2 points); 4) the ability to select and apply a variety of quantitative and qualitative methods to identify problematic economic situations and find effective policy solutions to them (2 points); 5) the ability to meet the requirements of such type of scientific work: maintain the structure, writing style, language, citation ethics etc. (1 point). 6) the ability to analyse empirical data and develop conclusions, etc. (1 point). Assessment criteria for the presentation of individual written work during the seminar: 1) clear presentation of</p>

			<p>the content of the analysis (3 points); 2) quality of oral presentation preparation (clarity, consistency) (2 points); 3) answers to audience questions (quality of argumentation) (2 points); 4) time management (whether the time allocated for delivery is properly used) (2 points); 5) speaking quality (correctness, fluency, intelligibility) (1 point).</p> <p>Individual work not presented during the seminar is assessed a maximum of 6 points.</p>
Exam	30%	Exam date	<p>The assessment consists of 10 to 20 closed and open-ended questions and/or 1 to 2 assignments (of different difficulty, from comprehension to assessment), each graded with its assigned mark(s). The aim of closed questions is to assess the knowledge and understanding of student's policies and measures having impact on global business environment. The aim of open questions is to assess the abilities of students to think critically, analyse and to develop creative solutions of problematic issues. The assessment is as follows:</p> <p>10 points. Excellent knowledge and skills. Assessment level. 95-100% correct answers.</p> <p>9 points. Very good knowledge and skills, there may be minor mistakes. Level of synthesis. 85-94% correct answers.</p> <p>8 points. Average knowledge and skills, there are mistakes. Level of analysis. 75-84% correct answers.</p> <p>7 points. Knowledge and skills are below average, there are (substantial) mistakes. Level of knowledge application. 65-74% correct answers.</p> <p>6 points. Knowledge and skills still meet the minimum requirements. Lots of mistakes. Level of knowledge application. 55-64% correct answers.</p> <p>5 points. Knowledge and skills still meet the minimum requirements. Lots of mistakes. Level of descriptions. 45-54% correct answers.</p> <p>4-0 points. Minimum requirements not met. Less than 44% correct answers.</p> <p>The final assessment is the arithmetic mean of the answer assessments.</p>

The assessment strategy and assessment criteria apply to contact and/or distance work.

A student's knowledge and abilities are positively assessed during the exam session only if he has fulfilled all the requirements and tasks of the midterm assessment during the semester.

The student's knowledge and skills are assessed with grades from 1 to 10. The course has been passed if:

- the results of all tasks and mid-term assessment are at least 5;
- the examination grade is at least 5.

The results of the midterm assessments are published in the MOODLE (<https://emokymai.vu.lt/>).

The final grade for the subject is published no later than 4 days after the examination (MOODLE, <https://emokymai.vu.lt/>).

In cases when the *Assessment strategy* includes a written assignment (written work, research paper, project, etc.) and the *Assessment criteria* do not include a defence or an oral presentation of the written work, the lecturer shall have the right to ask follow-up questions in order to make sure that no generative artificial intelligence (AI) tools (ChatGPT, etc.) were used by the student to prepare the assignment (i.e. the content of the work was not generated by AI tools) and, if necessary, to modify or cancel the evaluation of the work.

Author	Year of publication	Title	Number of periodical publication or publication Volume	The place of publication and publisher or online link
Compulsory reading				

1. Bénassy-Quéré, A, Coeuré, B., Jacquet, P., & Pisany- Ferry, J.	2010	Economic Policy: Theory and Practice	1 st ed.	Oxford University Press
2. Carpenter, M. A., & Dunung, S.	2011	International Business		https://open.umn.edu/opentextbooks/textbooks/72
3. Cowen, T., & Tabarrok, A.	2015	Modern Principles of Economics	3 rd ed.	New York: Worth Publisher
4. Daniels, J. D., Radebaugh, L. H., & Sullivan, D.	2019	International business: Environments and Operations	16 th ed.	Pearson Education Limited
5. Krugman, P., & Wells, R.	2013	Economics	3 rd ed.	New York: Worth Publisher
Optional reading				
6. Chiang, E.	2014	Core Economics	3 rd ed.	New York: Worth Publisher
7. Lance, T.	1993	Income distribution, Inflation and Growth		Cambridge: MA, MTT Press
8. Stiglitz, J. E.	2002	Globalisation and it's discontents		New York, London: W.W. Norton & Company
9. Stiglitz, J. E.	1999	Economics of the Public Sector	3 rd ed.	W.W. Norton
10. Walters, S. J. K.	1993	Enterprise, Government, and the Public		McGraw-Hill, Inc.
11. Pereira, C. S., Durão, N., Moreira, F., & Veloso, B.	2022	The Importance of Digital Transformation in International Business		Sustainability, 14, 834. https://doi.org/10.3390/su14020834