



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
INTERNATIONAL BUSINESS ENVIRONMENT	

Academic staff	Core academic unit(s)
Coordinating: Assoc. Prof. Dr Ilona Kiaušienė Other:	Kaunas Faculty Institute of Languages, Literature and Translation Studies <input type="checkbox"/> Institute of Social Sciences and Applied Informatics <input checked="" type="checkbox"/>

Study cycle	Type of the course unit
First <input type="checkbox"/> Second <input checked="" type="checkbox"/>	Compulsory Course <input checked="" type="checkbox"/> Optional Course <input checked="" type="checkbox"/> Course Unit (Module) of the General University Studies <input type="checkbox"/> Course Unit (Module) of Individual Studies <input type="checkbox"/> Interdisciplinary Studies Course Unit (Module) <input type="checkbox"/>

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face to face/Remote	1 st semester	English

Requisites	
Prerequisites: –	Co-requisites (if relevant): –

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Purpose of the course unit

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.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
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.	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.	An oral/written plan to solve the problem. Individual written work. Report.
Will be able to plan, organize and coordinate team activities in a multicultural environment, making personal and international business management decisions.	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 (midterm exam and exam). Individual written work. Report.
Will be able to analyze the global macroeconomic business environment and	Problem-based teaching, literature studies, preparation of an individual	Analysis of the situation.

identify current problematic situations in the economic development of the world's countries, proposing alternatives based on an assessment of opportunities and consequences.	written work (comparative analysis of the selected policy), group discussion, analysis of problematic issues and selection of solutions, preparation and presentation of a report.	Written survey (midterm exam 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 analyzed situations and propose effective political solutions to solve them as well as justify management decisions in business strategy.	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 (midterm exam and exam). Individual written work. Report.
Will be able to collect, systematize, 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.	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 (midterm exam 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.	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 (midterm exam and exam). Individual written work. Report.

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
Introductory lecture: introduction to the course, introduction to the object of the studies, requirements, structure of the course, methodology of work during lectures. Introduction to the field of international business.	2						2	6	Information retrieval.
The state and the public 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.	1		1				2	6	Analysis and 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.	1		2				3	8	Analysis and generalization of scientific articles and literature on the topic, group work, discussion, and report preparation.
Culture's importance in international business: identification and dynamics of	2		2				4	10	Information retrieval, analysis, and

cultures, behavioral practices affecting business, problems in communicating across cultures, and measuring cultural differences.								generalization of scientific articles and literature on the topic, case study, and 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		2				4	8	Analysis and generalization of scientific articles and literature on the topic, group work, and discussion.
Midterm exam.			1				1	12	Independent study, literature review. Preparation for and completion of the midterm exam.
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.	2		2				4	10	Information retrieval and systematization, analysis and generalization of scientific articles and literature on the topic, analysis of the situation, discussion, and preparation of an individual's written work.
Societal changes and social 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.	2		2				4	8	Information retrieval and systematization, analysis and generalization of scientific articles and literature on the topic, problem-solving tasks, discussion, preparation of an individual written work, and preparation of a report.
Technological change: key trends and priorities, digital technologies, digitization of business, smart technologies, digital society and business, challenges and opportunities of digitization, and benefits for international business.	2		2				4	10	Information retrieval and systematization, analysis and generalization of scientific articles and literature on the topic, analysis of the situation, discussion, and preparation of an individual's written work.
Other policies and their impact on international business: innovation policy and its priorities, regional policy objectives and implementation, environmental policy: meaning, general principles, and basic framework, etc.	2		2				4	8	Information retrieval and systematization, analysis and generalization of scientific articles and literature on the topic, problem-solving tasks,

									discussion, preparation of an individual written work, and preparation of a report.
Independent review of course material and preparation for the exam.								12	Independent study, literature review. Exam preparation and taking the exam.
Total	16		16				32	98	
Note: Up to 4 contact hours may be replaced by guest lectures given by social partners or educational visits to social partner organisations.									

Assessment strategy	Weight %	Deadline	Assessment criteria
Completion of tasks (case analysis, analysis of the situation, problem solving task), group work, participation in discussion	10	During the semester	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. The number of points scored by the student is multiplied by 10%.
Midterm exam	30	Week 9 to 10	The midterm exam consists of 10 to 20 closed and/or 1 to 3 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, analyze 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 number of points scored by the student is multiplied by 30%.
Individual paper and its presentation	30	Until week 15	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

			<p>emphasize 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 analyze and assess them critically (2 points); 3) the ability to creatively and innovatively view the analyzed 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 analyze empirical data and develop conclusions, etc. (1 point).</p> <p>Assessment criteria for the presentation of individual written work during the seminar: 1) clear presentation of 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 exam consists of 10 to 20 closed and/or 1 to 3 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, analyze 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 number of points scored by the student is multiplied by 30%.</p>

REGARDING THE EXTERNAL EXAMINATION OF THE COURSE UNIT

Mark <input checked="" type="checkbox"/>			If permitted, please provide the conditions	
Not permitted	<input type="checkbox"/>	Permitted	<input checked="" type="checkbox"/>	<p>For those wishing to take the external examination of this course unit, the course assessment consists of a paper and its presentation (30%), which must be submitted to the lecturer via email (or uploaded to the e-learning platform) no later than 5 days before the exam, and an exam (70%). The following formula is applied:</p> <p>Final grade = (paper and its presentation grade) * 0,3 + (examination grade) * 0,7</p>

				When evaluating an individual paper and an exam, the same criteria are applied as when studying the subject regularly.
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REGARDING THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE (GenAI) TOOLS (SUCH AS “CHATGPT”, ETC.) WHEN STUDYING THE COURSE UNIT

Mark <input checked="" type="checkbox"/>			If permitted, please provide the conditions	
Not permitted	<input type="checkbox"/>	Permitted	<input checked="" type="checkbox"/>	GenAI may only be used if the lecturer specifies that a particular assignment may be completed using GenAI; otherwise, it will not be graded. If the use of GenAI tools is permitted for completing assignments, the citation requirements set forth in the Guidelines for the Use of Artificial Intelligence at Vilnius University must be strictly followed. GenAI cannot be used for the midterm and final exams.

REGARDING ACADEMIC PROGRESS

A student who (1) **throughout the semester consistently** fails to demonstrate **progress in achieving the expected learning outcomes of a subject (module)** during the practical classes (seminars, exercises, laboratory work, etc.) and (2) fails to complete all interim assessment requirements and tasks within the time specified in the course description, is not allowed to participate in the examination session.

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 midterm exam are at least 5;
- the examination grade is at least 5.

Evaluation strategy working remotely the same as expected.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required 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/open-textbooks/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
Recommended 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