

Unit 7. INTERNATIONAL ENVIRONMENT

Objective:

To enable students to understand the opportunities and challenges facing Irish business in the international environment.

7.1 Introduction to the international trading environment

- The significance of international trade for the Irish economy
- The changing nature of the international economy and its effects on Irish business
- Opportunities and challenges for Irish business in international trade
- Trading blocs and agreements

7.2 European Union

- The importance of the European Union
- The purpose of the main European Union policies and directives and their impact on Irish business
- An outline of the decision-making process in the main European Union institutions
- The role of the special interest groups in this process

7.3 International business

- The global marketing of products and services
- The development and impact of transnational companies

7.4 Outcomes

On completion, the student should be able to:

- 7.4.1 Identify the effects of the single market on Irish business;
- 7.4.2 Outline reasons for the development of transnational companies;
- 7.4.3 Explain the role of information technology on international trade;
- 7.4.4 Discuss the opportunities and challenges facing Irish business in developed and developing markets;
- 7.4.5 Explain the role of global marketing in international business;
- 7.4.6 Explain the purpose of the main European Union policies and directives (**HL**).