

M13 – Global Business Environment

Assignment Guidelines

The purpose of this task is to challenge the students to analyse the global business environment and consider its influence on the range of international business decisions and firm strategies, with respect to economic, political, technological, social, cultural, legal and environmental issues. Students investigate trends in globalisation, international markets and cross-border business activities, geoeconomic developments, global trade practices, international regulation, cultural variations, sustainability concerns and new global business openings.

Students should use appropriate business theories and models to analyse actual companies that compete in global markets, and offer strategic advice on how to deal with challenges and opportunities in a business environment that is becoming more connected and complex.

Submission Format:

- Detailed strategic analysis report
- Font: Times New Roman, Size: 12
- Spacing: Double
- Word Count: 4000–5000 words
- Submission Deadline: 4th September, 2026

Assessment Criteria:

- Understanding and application of global business environment theories (20%)
- Critical analysis of international business factors and challenges (20%)
- Application of global business frameworks and strategic tools (20%)
- Use of relevant real-world examples and case studies (20%)
- Academic writing, structure, referencing, and APA formatting (20%)

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings / Analysis
- Discussion
- Strategic Recommendations
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Globalisation and International Business Strategy

Prepare a strategic report analysing how globalisation influences business operations, competitiveness, and international expansion strategies.

Your report should:

- Explain the concept of globalisation and its impact on modern business environments.
- Analyse the drivers of globalisation, including technology, trade liberalisation, economic integration, and changing consumer behaviour.
- Examine how multinational organisations develop international market entry strategies.
- Evaluate different internationalisation approaches, such as exporting, franchising, joint ventures, strategic alliances, and foreign direct investment.
- Analyse challenges associated with global expansion, including political risks, cultural differences, regulatory barriers, and economic uncertainty.
- Provide real-world examples of organisations successfully operating in global markets.

Option 2: Geopolitical, Economic and Regulatory Factors Affecting Global Business

Develop a critical analysis of how external global factors influence international business decision-making and organisational performance.

Your report should:

- Describe the influence of politics, economics, society, technology, law and the environment on international business environment.
- Assess the effect of changes in geopolitics, trade policies, global conflicts and global financial volatility for a business.
- Examine the impact that international institutions, trade agreements and regulatory structures have on global business activities.
- Assess the impact of supply chain disruption, currency volatility, inflation and market uncertainty.
- Examine how businesses respond to risks of operating in multiple countries and regions.
- Give examples of firms that are modifying their strategies in response to global economic and regulatory shifts.
- Suggest ways in which to create robust and flexible global business strategies.

Option 3: Technology, Innovation and Sustainability in the Global Business Environment

Prepare a strategic analysis of how technological transformation and sustainability influence global business competitiveness.

Your report should:

- Describe the impact of digital transformation, Artificial Intelligence, automation, and innovation on the development of global business.
- Evaluate the impact of the emerging technologies on the international business models, the customers and the operational efficiency.
- Discuss the significance of sustainability, corporate responsibility and environmental issues in the global market.
- Assess the extent to which a profit-driven multinational can also be socially and environmentally responsible?

- Discuss the following challenges in relation to technology e.g. adoption ethically, data privacy, sustainability legislation, responsible commercial conduct.
- Illustrate with examples of actual organisations achieving global competitiveness through strategies in technology and/or sustainability.
- Propose recommendations for organizations pursuing sustainable innovation for long-term success in the global environment.