

# International Business in Context Overview

**16 June 2025**

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**Associate Dean for**  
**Internationalisation**

# International Business in Context Module



The International Business in Context module offers a unique opportunity to learn how global companies operate across different cultures, borders, and industries. By combining academic insights with real-world experience, this module includes an international study tour and equips you with the essential tools to succeed in the global business environment.

You will gain an understanding of how strategic decisions are influenced by political, economic, legal, and cultural factors in an international context.

You will also have the opportunity to meet with executives, explore global businesses up close, and apply international business theories to real organisations.

# Trends Affecting Global Business

The interdependence of the world economies

Geopolitical tensions, protectionism, nationalism, post-pandemic world

The increase in wealth and growth in some parts of the world, causing enhanced purchasing power – while some others are slowing down

The evolution of emerging markets

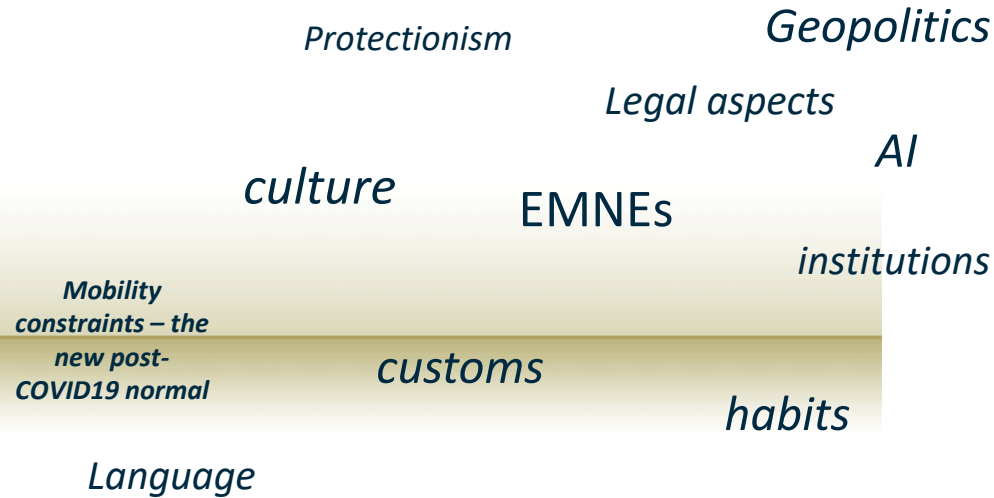
Availability of advanced methods of communication and transportation due to developments in information technology, **AI**

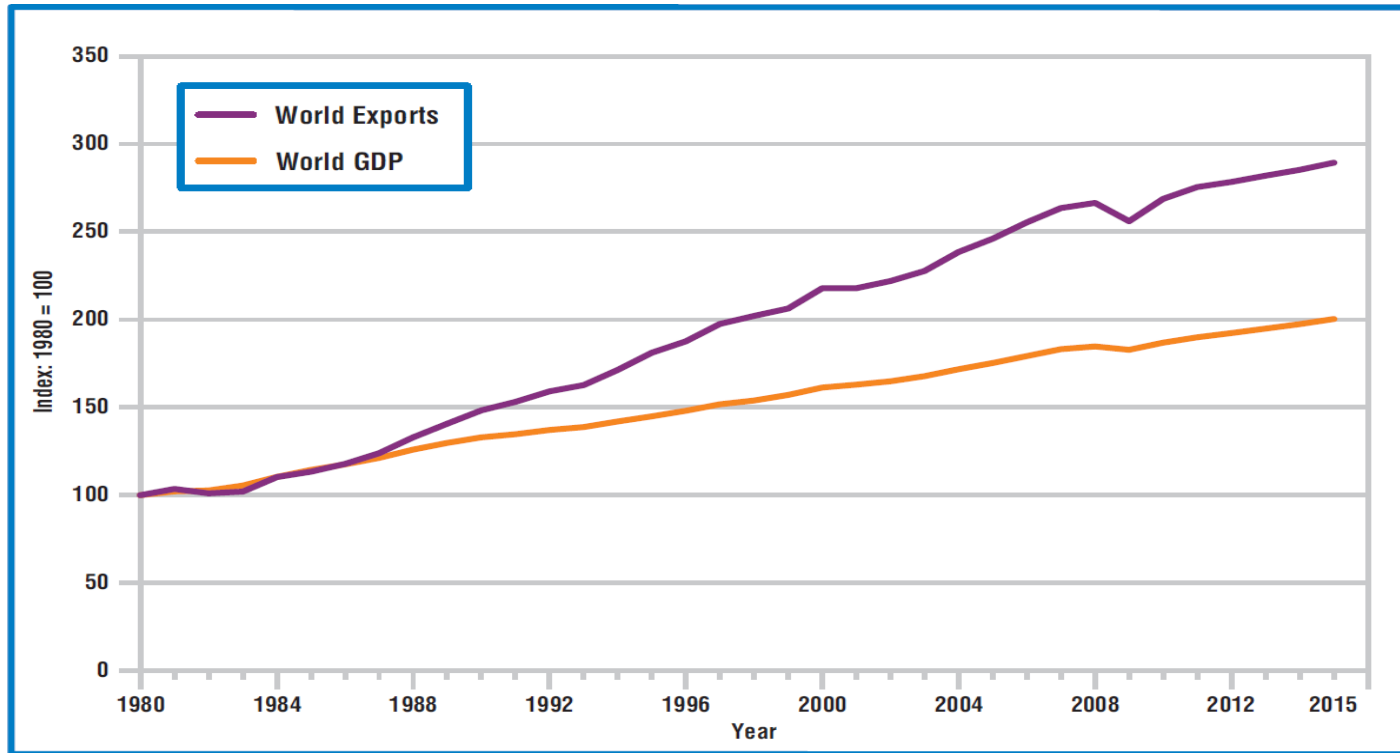
New trend of Multilatinas and MNEs from developing economies

MNEs are focusing their strategies on targeting developed economies and not developing economies

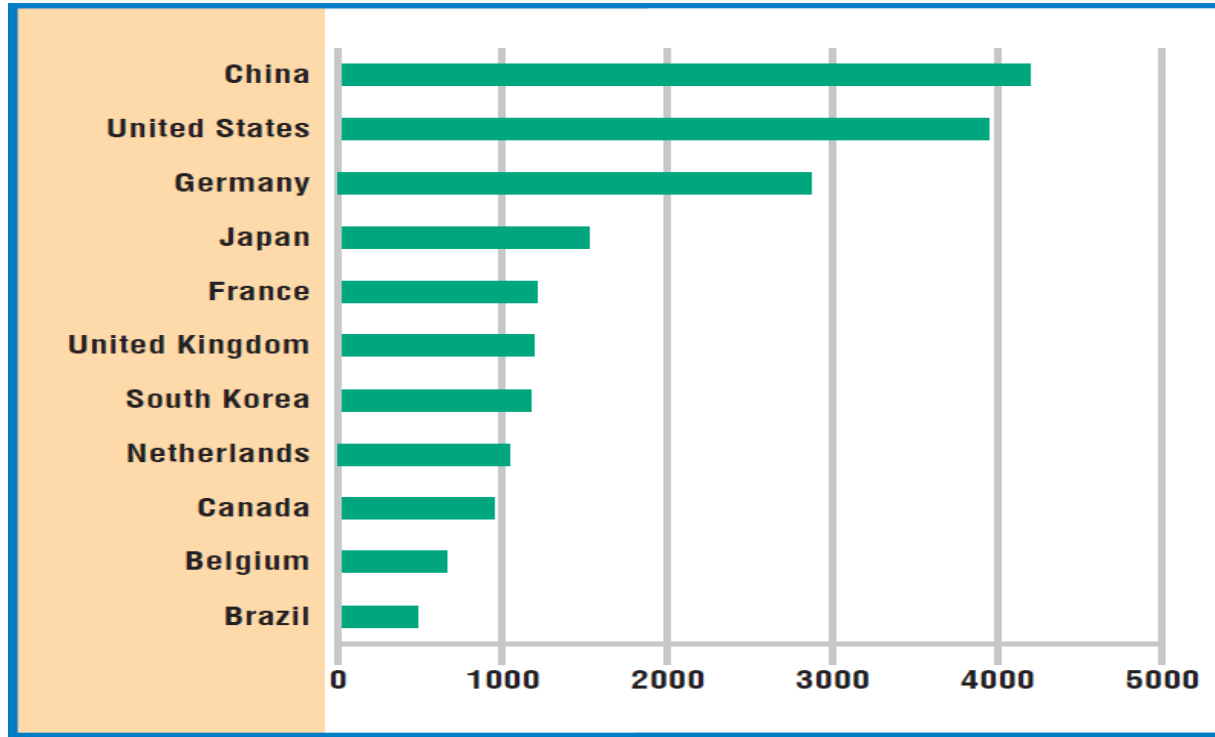
# International Business

“Performance of trade and investment activities by firms across national borders conditioned by”:





Source: Based on data from the International Monetary Fund, *World Economic Outlook Database April 2015*, <http://www.imf.org/external/pubs/ft/weo/2015/01/weodata/index.aspx>.



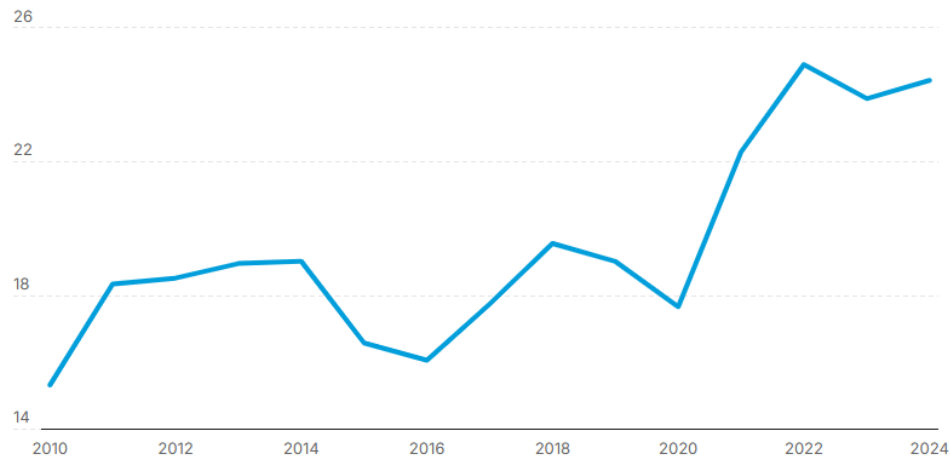
(a) Total annual value of products trade (exports + imports) in billions of U.S. dollars

Sources: Based on data from the World Bank, *World Development Indicators*, World Bank, Washington, DC, 2015 ([www.worldbank.org](http://www.worldbank.org)); World Trade Organization, *Statistics Database*, Geneva: World Trade Organization (2015), [www.wto.org](http://www.wto.org); UNCTAD, *World Investment Report*, New York: United Nations (2015), [www.unctad.org](http://www.unctad.org).



## Global export value grew by 2.3% in 2024, approaching the 2022 peak

World merchandise exports, trillions of dollars



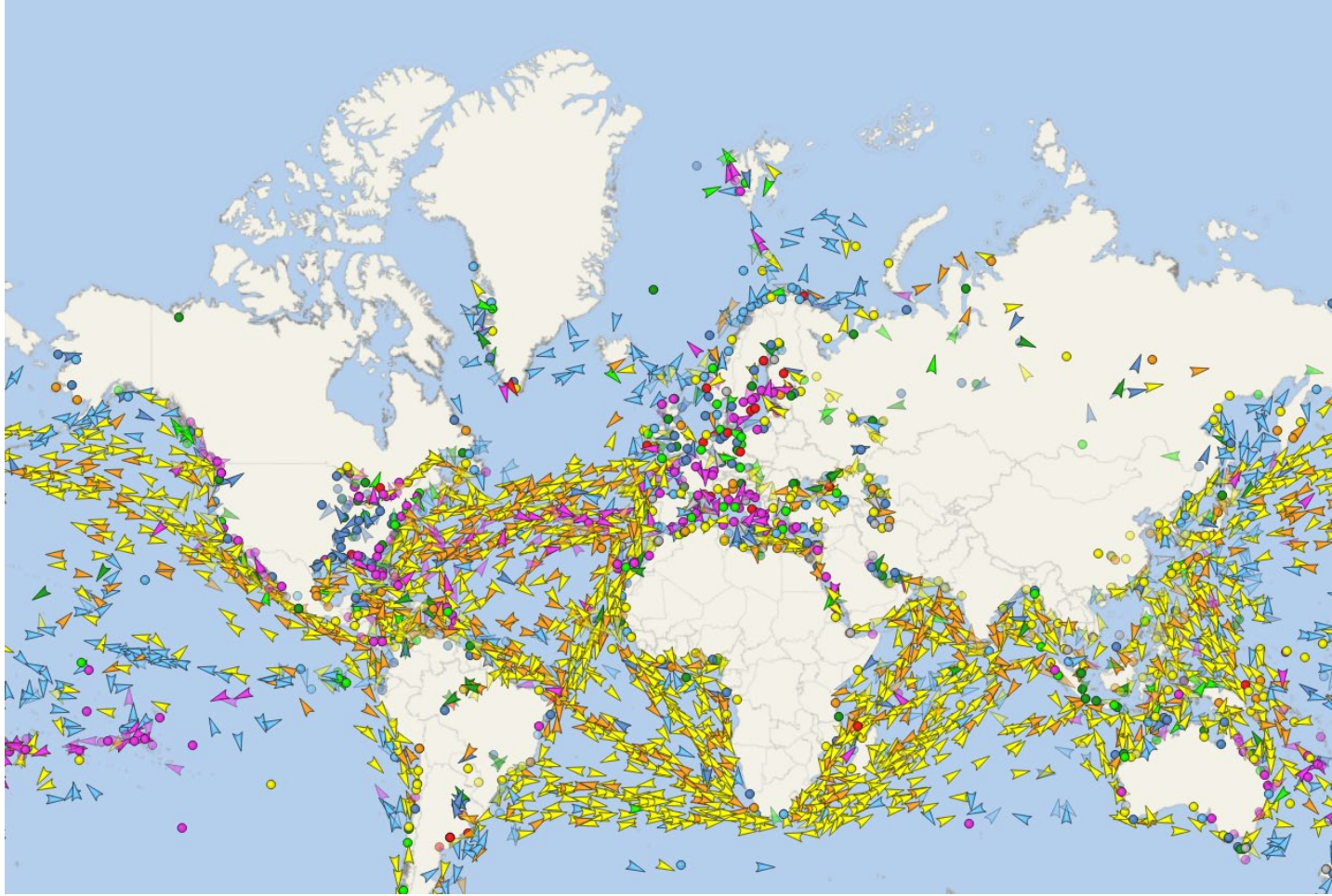
Source: UN Trade and Development, [UNCTADstat](#) and World Trade Organization.

See [metadata](#).

In 2024, the value of **world merchandise exports increased by 2.3%** after having fallen in 2023. Global exports amounted to \$24.4 trillion, remaining \$474 billion less than the value in 2022.

**Developing countries' share of total exports was 46%** in 2024, having grown steadily from 29% in 2000. Least Developed Countries' share, meanwhile, was just 1.1% in 2024, barely moving from the 1% seen in 2010.

Data updated on 16 Apr 2025

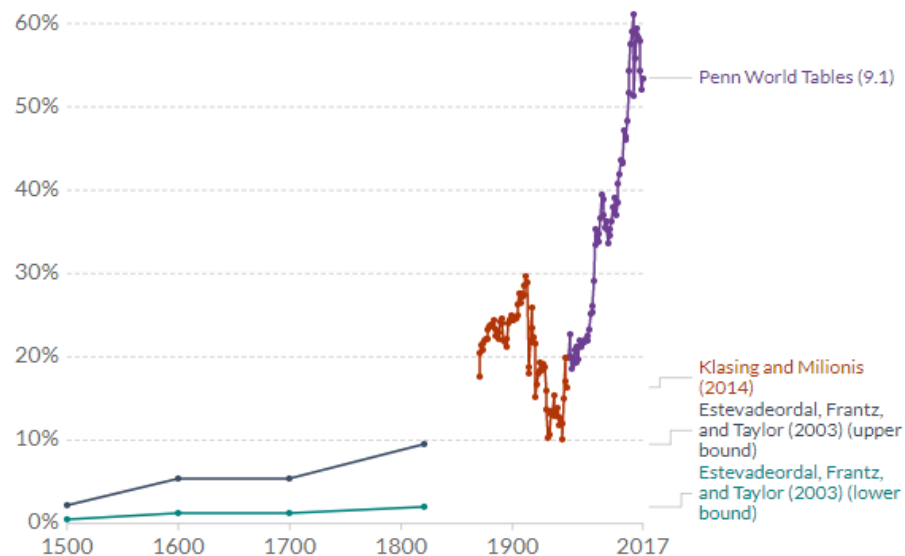




## Globalization over 5 centuries

Our World  
in Data

Shown is the "trade openness index". This index is defined as the sum of world exports and imports, divided by world GDP. Each series corresponds to a different source.



Source: Estevadeordal, Frantz, and Taylor (2003), Klasing and Milionis (2014), Feenstra et al. (2015) Penn World Tables 9.1  
CC BY

1500 2017

CHART

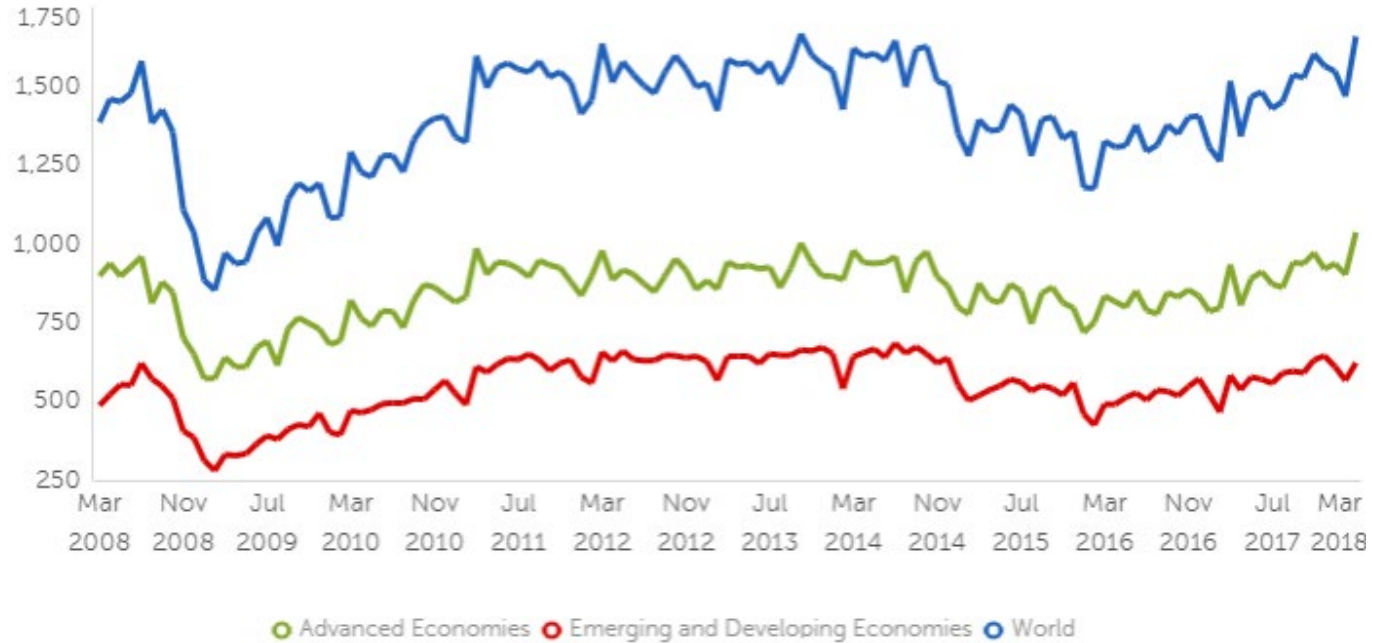
TABLE

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World Exports FOB, Billions US Dollars



Source: International Monetary Fund, 2021

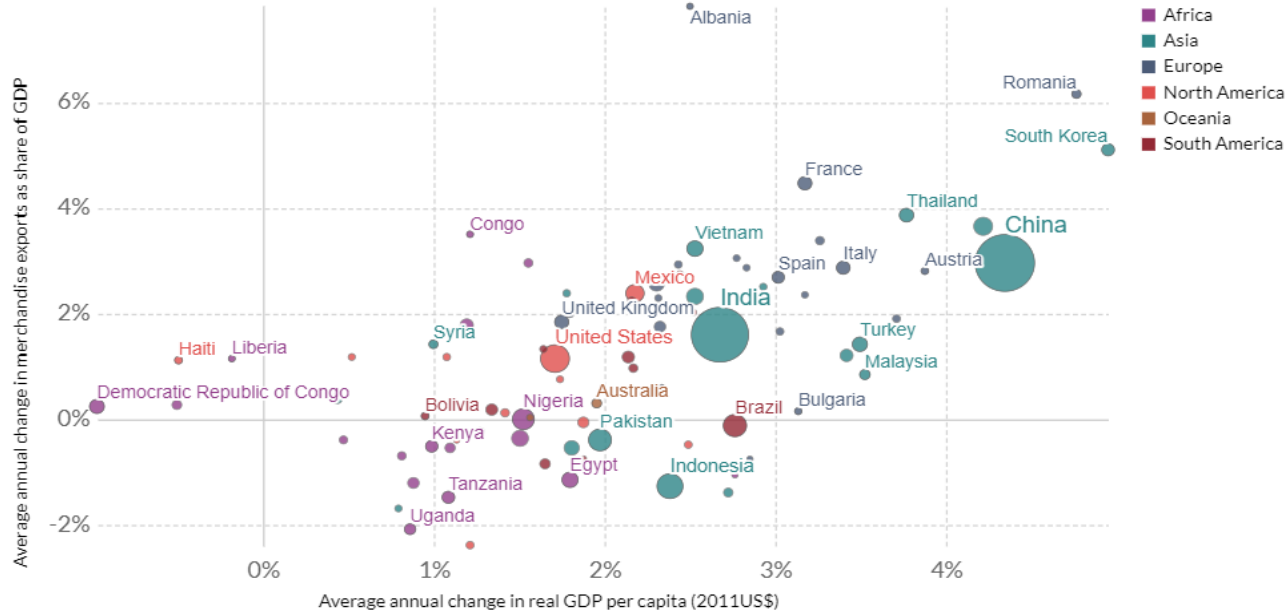
# Growth of GDP and trade, 1945 to 2014

Our World  
in Data

Average annual change in real GDP per capita vs Average annual change in exports as share of GDP.

Select countries

Hide countries < 1 million people



Source: Fouquin and Hugot (CEPII 2016), Maddison Project Database (2018), Population (Gapminder, HYDE(2016) & UN (2019)), Our World In Data CC BY

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TABLE

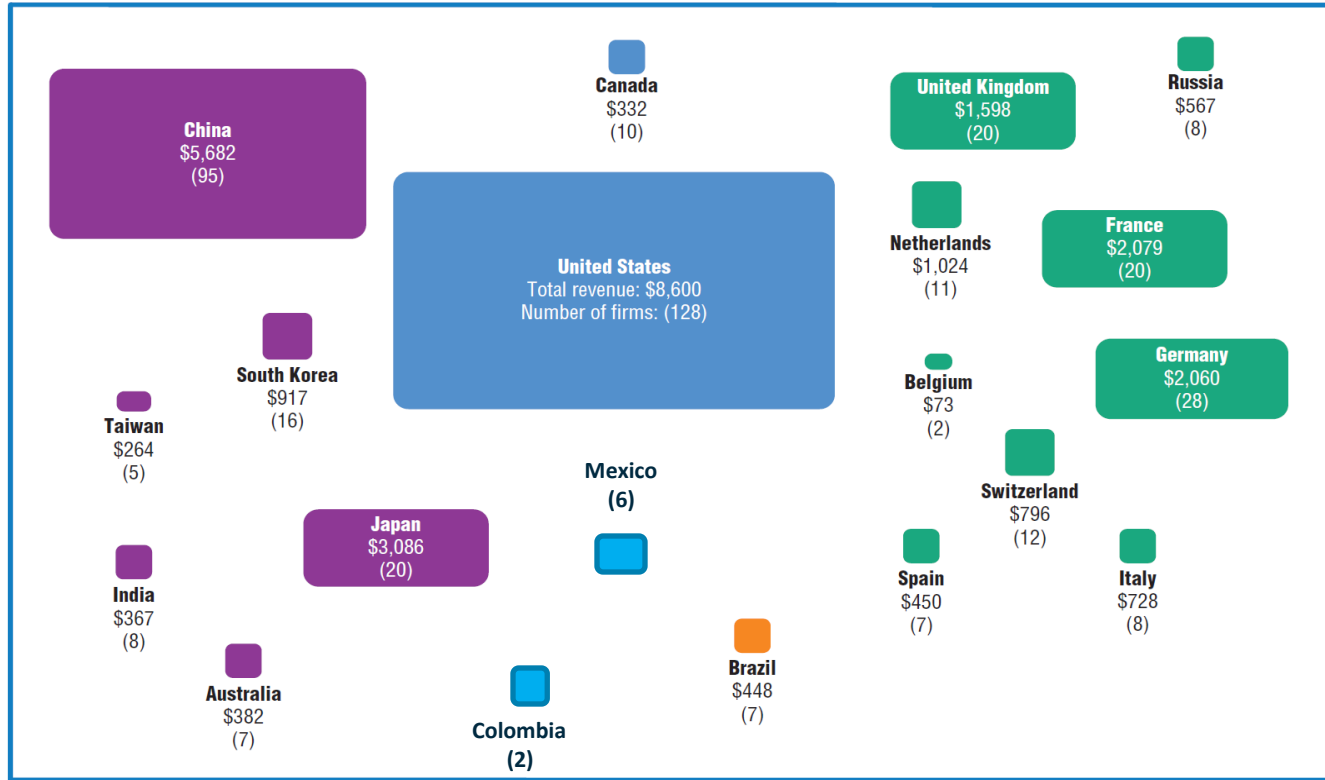
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# Geographic Locations of the 500 Largest Multinational Enterprises

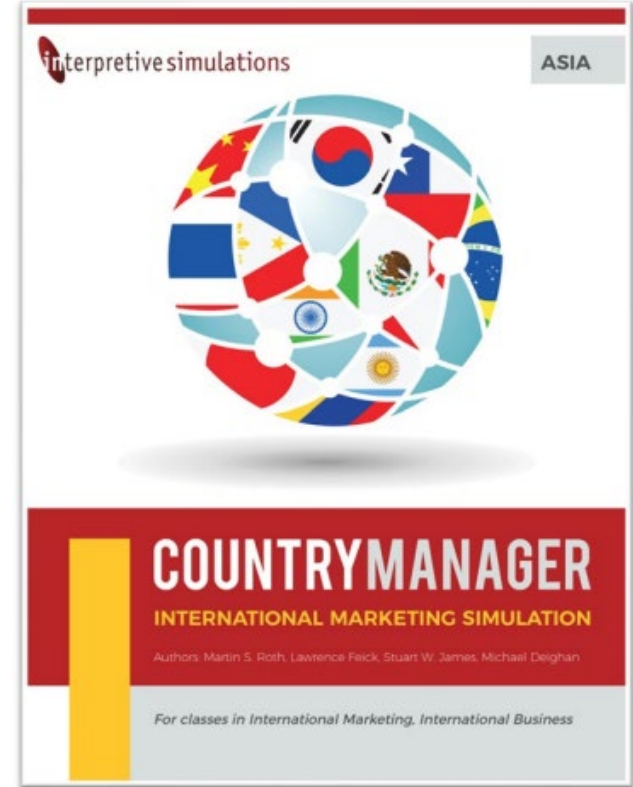


# Module Outline – IBC strand

- Cultural environment of international business
- Ethics in international business
- Theories of international trade and investment
- Political and legal systems in national environment
- Global market opportunity assessment
- Entering and operating in international markets
- Marketing in the Global firm
- Human resource and financial management in the Global firm

# Teaching Approach

- Case study analysis and discussion
- International business simulation
- Practical insights
- Global Experience – The International Study Tour



# International Study Tour

During this module, you will visit leading international companies, understand and evaluate business operations, management issues and functions.

## The International Study Tour includes:

- 1 week abroad in an international destination
- Visit companies to learn about their internationalisation process
- Attend seminars and lectures
- Network with local students



Mannheim Business School, Germany



EM Lyon, France

# Assessment components

- **Formative:** 1,500 word individual assignment based on their desk research one month before the trip based on companies and country you will visit.
- **Summative:**
  - 1) **individual learning journal** (3,000 words, 40%)
  - 2) **group international business simulation** (30%) – 1500 word report
  - 3) **Individual written summative composition/individual oral composition** – 30%



# Thank you!

- [Jorge.lengler@durham.ac.uk](mailto:Jorge.lengler@durham.ac.uk)
- **I look forward to seeing you in Durham!**