



International Business 5 ECTS
Timing of course Spring semester, 6 th semester Elective course Study board for Business Administration
Module teachers Professor Marin Marinov Professor Svetla Marinova
Type and language Language: English
Goals Building on the above, this course seeks to provide students with the following knowledge and competencies: <ol style="list-style-type: none">1. Understanding key concepts in international business.2. Knowledge about the nature and complexities of international business3. Understanding of the importance of context, institutions, political and legal environment.4. Knowledge of key international business theories.5. Competencies to understand and critically evaluate internationalization opportunities for firms and firm's abilities to implement specific internationalization market entry modes. <ol style="list-style-type: none">1. Skills:<ol style="list-style-type: none">a. Students must be able to identify specific international business challenges that companies face.b. Students must be able to analyse the internationalization process of a firm in view of the conceptual and theoretical knowledge as well as considering the specifics of the company.. 2. Competencies:<ol style="list-style-type: none">a. Students should be able to assess the options that companies have for their internationalisation.b. Students should be able to conduct effective problem solving in relation to company internationalisation

Background and content

International business combines the science and the art of business with many other disciplines, such as economics, anthropology, geography, history, culture studies, jurisprudence, statistics and demography. International business is important and necessary because economic isolationism has become impossible. Successful participation in international business, however, holds the promise of improved quality of life and a better society, even leading, some believe, to a more peaceful world. On an individual level, most students are likely to become involved with international business enterprises during their careers. Manufacturing firms, as well as service companies such as banks, insurance or consulting firms are going global. Start-up firms can challenge the existing, long-dominant, large competition. Speed, creativity and innovation have often become more important to international success than size. Understanding international business is therefore crucial in preparing for the opportunities, challenges and requirements of a future career. International business offers companies new markets. Since the 1950s, the growth of international trade and investment has been substantially larger than the growth of domestic economies. International business causes the flow of ideas, services and capital across the world. Both as an opportunity and a challenge, international business is of vital concern to countries, companies and individuals.

To date, almost all businesses are affected by internationalization to a varied degree. The course explores the pros and cons of globalization and fully addresses the complexities of the issues surrounding it. It also covers the migration of manufacturing from developed nations to developing countries, discusses the highly charged issue of international sweatshops for the sake of low prices and also reflects some of the political divisiveness that affects trade issues. The course covers key theories of trade and investment and provides a directed path through centuries of thought on why and how trade and investment across borders occurs. Based on ten two-hour sessions that are oriented towards theories of international business, practical perspectives and case studies, students will be acquainted to relevant aspects of international business.

Scope and expectations

The course consists of a series of ten two-hour classroom sessions. Students should read the assigned material available on Moodle and in the course textbook for each session. They should be able to comment and answer questions on the issues discussed in class. Each case study should be read prior to the class session and students should be able to reflect on how the theoretical issues discussed in class relate to the case study..

Participants

The participants in the course will be students on the Bachelor in Business Administration (HA) 6th semester, International Bachelor in Business Administration 6th semester and HA-jur.

Prerequisite for participation

Basic knowledge about business administration and management.

Module activities

SESSION 1: Introduction to International Business

SESSION 2: Theories of International Trade

- SESSION 3:** Nationalism and Globalism: Impact on Trade
SESSION 4: International Trade Case Study
SESSION 5: The Role of International Investment
SESSION 6: Political, Legal and Cultural Issues in International Business
SESSION 7: FDI: Case Study Analysis
SESSION 8: Institutions and International Business
SESSION 9: International Business Strategy
SESSION 10: The Challenges of Emerging Economies

Literature

Course textbook:

Czinkota, M., Ronkainen, I., Moffet, M., Marinova, S. and M. Marinov (2009)
International Business: European Edition, John Wiley & Sons.

Specific academic papers and case studies will be announced for each topic and available on Moodle.

Examination

A 24-hour examination, based on questions to a case study situation. Students can use all available materials. Each student should submit an 8-page document with answers to the specific questions. Each page should be 2400 characters per page, incl. spaces.

The exam is in English.