

Syllabus for course INTERNATIONAL BUSINESS

Course title:	International Business
Number of ECTS credits allocated:	6 (1 ECTS credit = 26 hours of workload)
Mode of delivery:	full-time; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course
Mode of completion:	graded course
Prerequisites and co-requisites:	none

Aims of the course:

The course introduces students to the basic aspects of international business, both on a theoretical and practical basis. Using practical examples, the topics of the company's external environment, international strategies and the choice of a suitable form of entering foreign markets are illustrated.

Learning outcomes and competences:

Upon successful completion of this course, students will be able to:

- understand the basic aspects of doing business in an international environment and the factors that affect them
- understand the role of globalization, its risks and importance for international business
- carry out a basic PESTEL analysis of the markets, emphasizing the differences between countries
- understand the importance and role of ethics in international business
- apply CSR and ESG concepts in practice
- select the right target market and propose changes in the corporate strategy for this market
- choose the right method of entering foreign markets

Course contents:

Theoretical basis of international business and factors that affect it (allowance 2/2)

- Globalization
- Current trends in international business

PESTEL analysis (allowance 12/12)

- Political environment
- Legal environment
- Sociocultural environment
- Technological environment
- Managerial implications
- Case studies

Ethical dimension of international business

(allowance 4/4)

- Ethical issues in international business, ethical

- dilemmas and unethical behavior
- b. CSR and ESG issues
- c. Managerial implications
- d. Case studies

Strategy in international business (allowance 4/4)

- a. Company strategy
- b. Global expansion, profitability and pressure on costs and their reduction
- c. Choice of strategy
- d. Managerial implications
- e. Case studies

Entry into foreign markets (allowance 4/4)

- a. Entry decisions and selection of new markets
- b. Modes of entry and its choice
- c. Internationalization of SMEs vs. global companies
- d. Managerial implications
- e. Case studies

Learning activities, teaching methods and workload (hours):

Type of teaching method	Daily attendance
Participation in lectures	26 h
Preparation for lectures	13 h
Attendance at seminars/workshops/tutorials	26 h
Preparation for seminars/workshops/tutorials	13 h
Preparation of presentation	32 h
Preparation for mid-term test(s)	12 h
Preparation for final test	34 h
Total	156 h

Assessment methods and criteria:

Requirement type	Daily attendance
Active lecture/seminar/workshop/tutorial participation	30 %
Presentation	30 %
Mid-term test(s)	10 %
Final test	30 %
Total	100 %

Assessment:

Graded courses	
1=A	Excellent (90 - 100%)

2=B	Very good (75 - 89%)
3=C	Good (60 - 74%)
4=F	Insufficient (0 - 59%)

Special requirements and details:

The condition for successful completion is to obtain at least 50% of points from the sum of both tests.

Reading:

Type	Author	Title	Published in	Publisher	Year	ISBN
RQ	HILL, C W L. -- HULT, G T M.	Global business today	New York	McGraw-Hill Education	2020	978-1-260-56581-2

RQ required
RE recommended