

**UNIVERSITY OF ECONOMICS – VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT “INTERNATIONAL ECONOMIC RELATIONS”**

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**ACCEPTED BY:**

**Rector:**

**( Prof. Dr. Plamen Iliev)**

**SYLLABUS**

**SUBJECT: “INTERNATIONAL BUSINESS”;**

**DEGREE PROGRAMME: “BUSINESS AND MANAGEMENT”;** BACHELOR’S DEGREE

**YEAR OF STUDY: 4; SEMESTER: 7;**

**TOTAL STUDENT WORKLOAD: 240 h.; incl. curricular 60 h.**

**CREDITS: 8**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURSE</i>	<b>WORKLOAD, h.</b>	<b>TEACHING HOURS PER WEEK, h</b>
CURRICULAR: incl. <ul style="list-style-type: none"><li>• LECTURES</li><li>• SEMINARS (lab. exercises)</li></ul>	30 30	2 2
EXTRACURRICULAR	180	-

**Prepared by:**

1. ....  
(Chief Assist. Prof. Dr A. Shviarov)
2. ....  
(Assist. Prof. Dr N. Aleksandrova)

**Head of department:** .....  
**“International Economic Relations”** (Assoc. Prof. Dr. Georgi Marinov)

## **I. ANNOTATION**

*“International Business” provides knowledge about the environment in which international business takes place, as well as about the decisions managers face when dealing with cross-border operations. The purpose of this course is to develop understanding about the forces exerting pressure on companies in shaping their strategic choices and to create skills for critical appraisal of the opportunities and challenges firms encounter in their international activities. The module lays the basis for extending the knowledge and for developing new skills related to firm competitiveness, methods for collecting and evaluating data and decision-making.*

## **II. THEMATIC CONTENT**

No.	TITLE OF UNITS AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
<b>1. International business: contemporary development</b>		<b>3</b>	<b>3</b>	
1.1.	Globalisation and international business			
1.2.	Internationalisation at firm level			
1.3.	Types of business risks			
<b>2. International business environment</b>		<b>3</b>	<b>3</b>	
2.1.	Political economy – national differences			
2.2.	Legal systems			
3.3.	Differences in culture			
<b>3. International markets</b>		<b>3</b>	<b>3</b>	
3.1.	Classification of international markets			
3.2.	Markets based on geographic proximity			
3.3	Markets according to level of economic development			
3.4.	Market access by countries and industries			
<b>4. Strategy and organisation of international business</b>		<b>3</b>	<b>3</b>	
4.1.	The firm as a value chain			
4.2.	Basic strategies of international business			
4.2.	Organisational architecture of the international firm			
<b>5. Entering foreign markets</b>		<b>3</b>	<b>3</b>	
5.1.	Basic entry decisions			
5.2.	Entry modes			
5.3.	Selecting an entry mode			
<b>6. International trade operations</b>		<b>3</b>	<b>3</b>	
6.1.	Exporting			
6.2.	Intermediary operations			
6.3.	Reexporting and countertrade			
<b>7. International production and supply chain management</b>		<b>3</b>	<b>3</b>	
7.1.	Deciding about localisation of production			
7.2.	Outsourcing			
7.3.	Supply chain management			
<b>8. International marketing and R&amp;D</b>		<b>3</b>	<b>3</b>	
8.1.	Market segmentation			
8.2.	Marketing mix			
8.3.	New product development			

<b>9. Human resource management in international business</b>		<b>3</b>	<b>3</b>	
9.1.	Staffing policy and management development			
9.2.	Controlling in international management			
9.3.	International labour relations			
<b>10. Accounting and finance in international business</b>		<b>3</b>	<b>3</b>	
10.1.	Accounting aspects of international business			
10.2.	Investment decisions			
10.3.	Financing of international economic activity			
<b>Total:</b>		<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

No. by row	TYPE AND FORM OF CONTROL	№	extracurricular, h.
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project	<b>1</b>	<b>50</b>
1.2.	Test	<b>2</b>	<b>50</b>
<b>Total midterm control:</b>			<b>100</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>80</b>
<b>Total final term control:</b>			<b>80</b>
<b>Total for all types of control:</b>			<b>180</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. Hill, C. International Business: Competing in the Global Marketplace. 9th ed. New York: McGraw-Hill, 2012.
2. Czinkota, M. et al. International Business. European ed. Chichester: John Wiley & Sons, 2009.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. International Monetary Fund. *World Economic Outlook*. various years.
2. United Nations. *World Investment Report*. New York and Geneva: UN, various years.
3. The World Bank, *World Development Indicators*. various years.
4. World Trade Organization. *International Trade Statistics*. Geneva: WTO, various years.
5. World Trade Organization. *World Trade Report*. Geneva: WTO, various years.
6. globalEDGE. <http://globaledege.msu.edu/>