COURSES OFFERED IN ENGLISH
2011/2012

Courses description

INTERNATIONAL BUSINESS

Lecturer: Ing. Marcel Kordoš, Ph.D.

Training Content:

1. International business environment. International economics system,
2. World market and globalization: world economic triad (USA-EU-Japan (Southeast Asia))
4. International economic integration, EU single market.
5. International trade operations: contract of purchase, counterpurchases, reexport, switch, offsets, compensations, barter.
6. International monetary system, international payment system, terms of payment:
7. International marketing: International marketing program - international marketing mix.
8. International trade policies: protectionism, export promotion policy.
10. Foreign direct investments, multinational/transnational corporations.
11. Foreign markets screening and evaluating process.
12. Entry strategies and forms of business on international market.
13. International Human resources management.

Teaching methods:
Practical models, study cases, work in team, preparing own project in a team, presentation of the project to the colleagues at the end of the term.

Duration of the course:
1 semester

Recommended sources: