

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))
3. International trade: structure of international trade – territorial and commodity structure, international business.
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.
9. International stock exchange system.
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:

1. Rugman, A., M.: International Business. 4th edition. Pearson Education Ltd., Harlow UK, 2006. 663 p. ISBN 978-0-273-70174-3
2. Peng, M., W.: Global Business. South-Western Cengage Learning, 2009. 573 p. ISBN 978-0-324-58594-0
3. Hamilton, L., Webster, Ph.: The International Business Environment. Oxford University Press, 2009
4. Mühlbacher, H., Leih, H., Dahringer, L.: *International Marketing*. 3rd edition. Thomson Learning, London, 2006. 737 p. ISBN 978-1-84480-132-9