



Course unit Descriptor	Faculty of Economics Subotica	 UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD
		
GENERAL INFORMATION		
Study program in which the course unit is offered	Economics	
Course unit title	International Business	
Course unit code	OS-312	
Type of course unit ¹	Compulsory	
Level of course unit ²	First	
Semester when the course unit is offered	Second	
Year of study (if applicable)	Third	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Daniela Nuševa, PhD	
Mode of course unit delivery ³	Face-to-Face	
Course unit pre-requisites (if any)	-	
PURPOSE AND OVERVIEW (max 5-10 sentences)		
<p>The "International Business" course covers the complexity and diversity of the global business environment. It identifies, defines and explains a wide range of international business issues, such as: the globalization process and the main forces causing globalization to expand, the different strategies for competing globally, the different modes that firms use to enter foreign markets, the opportunities and risks associated with exporting, importing and countertrade, the different types of financing in the international business, the importance of outsourcing and global logistics, etc. The aim of the course is to provide the essential knowledge that companies need when enter foreign markets and analyze the dynamic nature of the global marketplace.</p>		
LEARNING OUTCOMES (knowledge and skills)		
Acquired theoretical and practical knowledge necessary for modern business in the global economy.		
SYLLABUS (outline and summary of topics)		

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ Face-to-face, distance learning, etc.

- Globalization
- The Strategy of International Business
- The Organization of International Business
- Entry Strategy and Strategic Alliances
- Exporting, Importing, and Countertrade
- Global Production, Outsourcing, and Logistics
- Finance in the International Business

LEARNING AND TEACHING (planned learning activities and teaching methods)

Theoretical teaching:

Acquiring basic theoretical knowledge about International business based on the previously mentioned topics.

Practical teaching:

Interactive forms of teaching, case studies, seminar paper and presentations on various aspects and issues in contemporary international business logistics systems such as: globalization, business ethics in different cultures, entry strategies and strategic alliances, contemporary challenges in exporting, importing, countertrade, global production, outsourcing, logistics, financing, etc.

REQUIRED READING

Hill, C. W. L. (2013): *International business: competing in the global marketplace*. New York: McGraw-Hill/Irwin.

ASSESSMENT METHODS AND CRITERIA

Attendance: 10 points

Colloquium 1: 25 points

Colloquium 2: 25 points

Seminar paper: 10 points

Oral exam: 30 points

LANGUAGE OF INSTRUCTION

English, Serbian