

## Course „INTERNATIONAL BUSINESS AND MANAGEMENT”

**Professional qualification:** ECONOMICS

**Mode of study:** full-time

**Period of study:** 2 years

**Studding language:** English

### Subjects

Subjects	International Business and Management	Form of control
<b>Specialization subjects</b>		
Economy and Society in the European Union	√	continuous assessment
International Economics	√	exam
English Language	√	continuous assessment
Dissertation Seminar	√	continuous assessment
Global Business Environment	√	exam
International Entrepreneurship	√	continuous assessment
Contemporary International Marketing Strategies	√	exam
International Human Recourse and Information Management	√	continuous assessment
Research Methods	√	continuous assessment
Social Responsibility, Compliance and Accountability	√	continuous assessment
Contemporary Issues in International Strategic Management	√	continuous assessment

**Graduation options:** Master dissertation; Dissertation defense

**Professional knowledge and skills:** This course has been designed for future managers who want to develop their international awareness and strengthen their understanding of areas and concepts critical to the success of 21st century business. This learning is tightly connected with a practical application of acquired skills and knowledge, in particular through a real life business projects which will be offered.

The framework of this full-time course, enables keeping up to date with a range of dynamic modules relevant to the aspirations and needs of a new generation of international business experts. The curriculum is adopted from Nottingham Trent University (NTU) as a strategic partner, and it is reviewed and developed through consultation with other international students, employers and alumni. Central to the course design is engagement with external businesses and organizations, leading to direct experience of case-based business work.

The course “International Business and Management” provides opportunities to acquire skills through innovative teaching and learning methods, and inclusion of local and international business experts that bring about:

- ✓ Equipping students with broad expert knowledge across a wide range of strategic management subject areas.
- ✓ The specific modules focus on contemporary global business challenges and cross cultural management issues.
- ✓ Understanding of how organizations capture value through new product and services and deliver value through international positioning strategies.
- ✓ Taking decisions on matters related to the changes of the global business environment and social responsibilities of modern business enterprises.
- ✓ Getting a unique opportunity to complete real life projects.
- ✓ Learning from the best by attending guest lectures from leading business experts.
- ✓ Opportunities for gaining further knowledge through extra-curricular activities.

**Career opportunities:** The purpose of the course is to prepare qualified managers to work in different types of international companies and/or their divisions enabling efficient performance of their activities. Graduates from the “International Business and Management” course occupy senior management positions which include but are not limited to:

- ✓ International business analysts;
- ✓ International brand managers;
- ✓ Transnational marketing executives;
- ✓ Department Managers;
- ✓ Communications Managers;
- ✓ Sales Managers;
- ✓ International HR managers;
- ✓ Import and export specialists;
- ✓ CEOs of service companies.

Students may join graduate management trainee programs and can be offered jobs with companies for whom they have completed business projects as part of the course. Alternatively, graduates can set up their own business or they can work in local or international companies as managers in the field of international trade, marketing, logistics, HR or other as well as to develop and implement international business projects.

**Department:** "Marketing", room. 317 B, тел. +359 882 164 789