

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MANAGEMENT AND ADMINISTRATION

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, PhD)

SYLLABUS

SUBJECT: INTERNATIONAL BUSINESS ACROSS CULTURES

DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE

YEAR OF STUDY: 5; SEMESTER: 10

TOTAL STUDENT WORKLOAD: 120 hours; incl. curricular 30 hours

CREDITS: 4

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl.		
● LECTURES	30	2
● SEMINARS / LAB. EXERCISES	0	0
EXTRACURRICULAR	90	-

Prepared by:

1.
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2.
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Head of department
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I. ANNOTATION

Course goals:

This course will provide a broad background on a wide range of issues related to international business. We examine the challenges facing managers competing in a dynamic and global business environment. The study emphasizes intercultural awareness, effective work performance, and a global perspective of management, business, and careers. The course focuses on both the acquisition of knowledge and the development of skills. The goal is to improve your global competence by helping you understand: the economic, political, technological, and legal environment faced by global organizations; how culture can facilitate or hinder organizational success; approaches and options for developing effective strategies for international and global organizations; and the behavioral and human resource practices that define successful global organizations.

Knowledge:

The student knows the essential, comprehensive concepts, theories, facts, national and international contexts of economics, relevant economic actors, functions and processes. The student knows and understands the principles and methods of management, organization and operation of economic processes, the methodology of analysis of economic processes, and the methodological basis of decision preparation and decision support.

Capabilities:

Using the theories and methods learnt, the student will discover facts and essential relationships, organize and analyse, draw independent conclusions, make critical observations, prepare proposals for decisions, and make decisions in routine and partly unfamiliar - domestic and international - contexts.

- The student follows and interprets global economic and international business developments, changes in economic policy and related policies and legislation relevant to the field, and their impact, and takes them into account in their analyses, proposals and decisions.

- The student can identify the complex consequences of economic processes and corporate events.

- After gaining practical knowledge and experience, the student can manage a small and medium-sized enterprise or an organizational unit in a business organization.

Attitudes:

The student is problem-sensitive, proactive, constructive, cooperative and proactive in projects and group work.

- The student is receptive to new information, professional knowledge and methodologies, open to new tasks and responsibilities requiring autonomy and cooperation.

The student is open to changes in the job's broader economic and social environment, work organization or enterprise and seeks to follow and understand these changes.

- The student will seek to consider the opinions of others, sectoral, regional, national and European values (including social, societal and, ecological, sustainability aspects) in responsibly making decisions.

Autonomy, responsibility:

- Under general professional supervision, the student independently carries out and organizes the tasks defined in the job description.

- The student organizes the analysis of economic processes and the collection, organization and evaluation of data independently.

- The student takes responsibility for their analyses, conclusions and decisions.

- The student independently monitors changes in the socio-economic-legal environment affecting the field of specialization.

The key competencies for lifelong learning, according to European Reference Framework (<https://www.britishcouncil.org/sites/default/files/youth-in-action-keycomp-en.pdf>) that are developed in the course include: personal, social and learning to learn competence (5), entrepreneurship competence (7), cultural awareness and expression competence (8).

II. THEMATIC CONTENT

№	TITLE OF TOPIC AND SUBTOPICS	NUMBER OF HOURS ¹		
		L	S	L.E.
Theme 1. INTRODUCTION: WHAT IS INTERNATIONAL BUSINESS?		2		
1.1.	Describe the key concepts in international business. Understand how international business differs from domestic business. Identify major participants in international business. Describe why firms internationalize. Appreciate why you should study international business			
1.2.	Review, case studies			
Theme 2. GLOBALIZATION OF MARKETS AND THE INTERNATIONALIZATION OF THE FIRM		3		
2.1.	Understand market globalization as an organizing framework. Know the drivers of globalization. Understand technological advances and globalization. Comprehend the dimensions of globalization. Appreciate firm-level consequences of market globalization. Understand the societal consequences of globalization			
2.2.	Review, case studies			
Theme 3: THE CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS		3		
3.1.	Understand culture and cross-cultural risk. Learn the dimensions of culture. Appreciate the role of language and religion in culture. Appreciate culture's effect on international business. Learn models and explanations of culture. Understand the managerial implications of culture			
3.2.	Review, case studies			
Theme 4: ETHICS, CORPORATE SOCIAL RESPONSIBILITY, SUSTAINABILITY, AND GOVERNANCE IN INTERNATIONAL BUSINESS		2		
4.1.	Appreciate ethical behavior and its importance in international business. Recognize ethical challenges in international business. Understand corporate social responsibility. Understand sustainability. Know the role of corporate governance. Learn about a framework for making ethical decisions.			
4.2.	Review, case studies			
Theme 5: THEORIES OF INTERNATIONAL TRADE AND INVESTMENT		2		
5.1.	Appreciate why nations trade. Learn about how nations can enhance their competitive advantage. Understand why and how firms internationalize. Explain the strategies internationalizing firms use to gain and sustain competitive advantage.			
5.2.	Review, case studies			

¹ L – lectures; S – seminars; L.E. – laboratory exercises

Theme 6: POLITICAL AND LEGAL SYSTEMS IN NATIONAL ENVIRONMENTS		2		
6.1.	Distinguish political and legal environments. Understand political systems. Understand legal systems. Know the participants in political and legal systems. Identify types of country risk produced by political systems. Identify types of country risk produced by legal systems. Know about managing country risk			
6.2.	Review, case studies			
Theme 7: GOVERNMENT INTERVENTION AND REGIONAL ECONOMIC INTEGRATION		2		
7.1.	Understand the nature of government intervention. Know the instruments of government intervention. Explain the evolution and consequences of government trade intervention. Describe how firms can respond to government trade intervention. Understand regional integration and economic blocs. Identify the leading economic blocs. Understand the advantages and implications of regional integration.			
7.2.	Review, case studies			
Theme 8: UNDERSTANDING EMERGING MARKETS		2		
8.1.	Understand advanced economies, developing economies, and emerging markets. Know what makes emerging markets attractive to international business. Learn how to assess the true potential of emerging markets. Evaluate the risks and challenges of emerging markets. Learn the success strategies for emerging markets. Understand corporate social responsibility, sustainability, and the crisis of global poverty			
8.2.	Review, case studies			
Theme 9: GLOBAL MARKET OPPORTUNITY ASSESSMENT		2		
9.1.	Understand analyzing organizational readiness to internationalize. Determine the suitability of products and services for foreign markets. Describe screening countries to identify target markets. Understand assessing industry market potential. Explain about choosing foreign business partners. Know about estimating company sales potential.			
9.2.	Review, case studies			
Theme 10: EXPORTING AND GLOBAL SOURCING		2		
10.1.	Understand international investment and collaboration. Describe the characteristics of foreign direct investment. Explain the motives for FDI and collaborative ventures. Identify the types of foreign direct investment. Understand international collaborative ventures. Discuss the experience of retailers in foreign markets.			
10.2.	Review, case studies			
Theme 11: FOREIGN DIRECT INVESTMENT AND COLLABORATIVE VENTURES		2		
11.1.	Understand international investment and collaboration. Describe the characteristics of foreign direct investment. Explain the motives for FDI and collaborative ventures. Identify the types of foreign direct investment. Understand international collaborative ventures. Discuss the experience of retailers in foreign markets			
11.2.	Review, case studies			

Theme 12: LICENSING, FRANCHISING, AND OTHER CONTRACTUAL STRATEGIES		2		
12.1.	Explain contractual entry strategies. Understand licensing as an entry strategy. Describe the advantages and disadvantages of licensing. Understand franchising as an entry strategy. Explain the advantages and disadvantages of franchising. Understand other contractual entry strategies. Understand the infringement of intellectual property, a global problem.			
12.2.	Review, case studies			
Theme 13: MARKETING IN THE GLOBAL FIRM		2		
13.1.	Explain the global market segmentation. Understand the standardization and adaptation of international marketing. Describe global branding and product development. Explain international pricing. Understand international marketing communications. Describe international distribution			
13.2.	Review, case studies			
Theme 14: HUMAN RESOURCE MANAGEMENT IN THE GLOBAL FIRM		2		
14.1.	Understand the strategic role of human resources in international business. Explain international staffing policy. Know about the preparation and training of international employees. Discuss performance appraisal and compensation of international employees. Understand international labor relations. Describe diversity in the international workforce			
14.2.	Review, case studies			
Total:		30		

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Course project	1	30
1.2.	Case study	2	20
	Total midterm control:	3	50
2.	Final term control		
2.1.	Examination (test)	1	40
	Total final term control:	1	40
	Total for all types of control:	4	90

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Cavusgil, S., Knight, G., Riesenberger, J. (2020). International Business: The New Realities, Global ed., 5th edition, Pearson.
2. International Business Across Cultures Course Materials available at <https://e-learn.ue-varna.bg>.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Daniels, J., Radebaugh, L., & Sullivan, D. (2017). International business. Pearson.
2. Carpenter, M., Dunung, S. (2011). International Business. Saylor Foundation.
3. Peng, M. (2022). Global business (5th ed.). Cengage.