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| Course title | **International Business** |
| Semester | Summer semester |
| Faculty / Department | FACULTY OF BUSINESS STUDIES |
| Professor | Professor Aleksandra Tošović-Stevanović |
| ECTS credits | 9 |
| Language of instruction | English |
| Level of study | UAS |
| Content | * The nature and scope of international business * Internationalization and globalisation theories * International business environment * Managing across borders and cultures – functions and processes * International entry strategies * Creating and gaining competitive advantage in international environment * The significance of multinational corporations * Strategic alliances and mergers * Small business, internationalization and networking * Globalisation and regional economic integrations. |
| Learning outcomes | The student will be able to demonstrate a systematic understanding informed by current research and relevant professional practice of concepts and issues in international business, describe international organizations and multinational corporations, define forms of foreign involvement and discuss about international trade theory and globalization. |
| Length | One semester |
| General information | This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, competitive advantage … Upon completion, students should be able to describe the foundation on international business (understanding of the complexity and the dynamic nature of international business, comprehensive understanding and appreciation of the impact of international environment on international business, abilities for identification major factors of competitive advantage…). |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |