

(Table 5.2) Course unit description

Study program: Economics and business management			
Type and level of studies: Undergraduate studies			
Course unit: International business			
Teacher in charge: Srdjan Šapić, PhD; Jovana Filipović, PhD			
Language of instruction: English			
ECTS: 7			
Prerequisites: /			
Semester: Summer Semester			
<p>Course unit objective: Course International Business aims to introduce students with international business activities on a global market in a modern and comprehensive way. Understanding and understanding the matter in the field of international business is a prerequisite for achieving success in the global market. In this sense, the goal is to introduce students to basic elements of national business environment, as well as elements of the international business environment. One of the goals is also to familiarize students with basic elements and functioning of the process of international business management.</p>			
<p>Learning outcomes of Course unit After mastering the material and acquiring certain knowledge in the subject of International Business, the overall competencies for this area are increased. Different concepts studied in this discipline aim to enable students to acquire the appropriate knowledge and skills to solve complex international business problems.</p> <p>Students acquire the appropriate knowledge and skills that are necessary for a wider understanding of the international business of the company: this primarily refers to the necessity of accepting the global orientation of operations in the global market, understanding the importance of different national business environments, understanding the main components of the international business environment, understanding of the specifics of the international business management.</p>			
<p>Course unit contents Theoretical teaching: Characteristics of modern business conditions, Global business environment, National business environments, International business environment, International business management</p> <p>Practical teaching: Exercises, Preparation of research papers and practical seminar work and its oral presentation, Group activities of students - business case analysis</p>			
<p>Literature Hill, C. W. L. (2013). <i>International Business: Competing in the Global Marketplace</i>. McGraw-Hill/Irwin, New York</p>			
Number of active teaching hours			Other classes
Lectures 3	Practice 2	Other forms of classes	
Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	Oral examination	30
practical classes/tests	20+20		
Seminars/homework	20		
Project			
Other			

Grading System		
Grade	Bo. Of Points:	Description
10	91-100	Excellent
9	81-90	Exceptionally good
8	71-80	Very good
7	61-70	Good
6	51-60	Passing
5	0-50	Failing