

Title of the course:	INTERNATIONAL BUSINESS MANAGEMENT		
Course ID:	VE-GMT004		
Level of education:	Erasmus	Academic semester:	Fall
Professor's name:	Zoltán Sipos PhD	Academic title:	Professor
Hours per semester:	30 (2 hours per week)	Credits:	4
Exam:	Midterm and final exam	Pre-requisites:	none

Aims of the course

To help students being prepared for international business decisions and concluding international transactions. A special emphasis will be placed on financial and marketing issues, terms of sale and business risks in international markets.

Course outline

1. Theory of international trade and investment.
2. Environment of international business: political, legal, cultural and economic factors.
3. International trade and investment policies. Methods of protectionism. Regulation of trade.
4. Balance of trade, balance of payments. The international monetary system.
5. Rate of exchange and international financial markets.
6. Economic integration and the European Union.
7. Global problems and the multinational enterprise.
8. International business entry.
9. International business research methods: how to collect data.
10. International marketing.
11. International logistics: transport, spedition and terms of sale (INCOTERMS 2000).
12. International documentation and the importance of securities.
13. Payments in international business: documents against payment. Documentary credits, L/Cs and documentary collections.
14. Managing risk in international transactions.
15. Trade operations and the future of international business.
16. A country study and a business plan to introduce a new product

Requirements and assessment

10% activity in class

40% home assignment (a country study and a business plan to introduce a new product)

50% final exam

Readings:

Hill-Hernández: Global Business Today. McGraw Hill-Irwin, 2011 or later editions, global edition. ISBN 978-0-07-122084-2 (Mandatory text)

Czinkota-Ronkainen-Moffett: International business. Dryden Press , international edition. (Recommended)

Ball-McCulloch: International business. BPI-Irwin, Illinois (recommended)

Welford-Prescott: European business. Financial Times / Pitman Publishing, London. (Recommended)