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.
4. Balance of trade, balance of payments. The international monetary system.
5. Rate of exchange and international financial markets.
8. International business entry.
10. International marketing.
12. International documentation and the importance of securities.
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:


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