

SYLLABUS for International Business

Basic data for the course	
Academic unit:	Faculty of Economics
Title of the course:	International Business
Level:	Bachelor
Status of the course:	Obligatory
Year of studies:	Second Year – Third semester
Number of hours per week:	2+1
ECTS credits:	6
Time/location:	Faculty of Economics, University of Prishtina “Hasan Prishtina”
Tutor:	Prof. dr. Besim Beqaj
Tutor’s contact details:	Besim.beqaj@uni-pr.edu
Content of the course:	<p>Globalization – The integration of world economies – has raised the necessity of liberal market approach in the last decade, and will continue to affect in the future business practices.</p> <p>The impact of technology – especially the communication and information advancement are creating opportunities for the movement of labor, capital and technology from one country to another.</p>
Course’s objectives:	<p>Introduction to the international business problematic, with an approach in SMEs business. Pragmatic orientation with explanations of examples from our daily practices and their comparison with developed businesses represents the form of work during lectures. Recognition of the environment and forms of international business will be elaborated and detailed in order to understand the importance of international business in terms of market liberalization and globalization.</p>
The expected outcomes:	<p>With the successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none">- Discuss the basic framework of international business;- Understand the economic, political and legal environment of the international business;- Distinguish economic advantages and disadvantages of trade exchange between countries;- Discuss global and strategic processes;- Describe the impact of global business on national enterprises and economies;
The students’ workload (hours per semester, ECTS)	

Activity	Week	Hours	Total
Lectures	2	15	30
Seminars (theoretical and practical)	1	15	15
Case studies			
Direct contact with tutor	1	10	10
Field research			
Colloquiums	2	2	4
Homework	2	10	20
Individual study (at library or at home)			60
Final preparation for the exam			
Evaluation			
Projects, presentation etc.	1	10	10

Total			150
Teaching methods:	Lectures will be designed in such a way that the student's participation in the discussions is as great as there will be no traditional ex-class lectures. Teamwork will be favored. Reading the broader literature as well as the various articles about international business trends is a priority.		
Assessment methods:	<p>Evaluation throughout the semester: This assessment method is based on these components:</p> <ul style="list-style-type: none"> - The first assessment will be organized in the VII week of lectures, 45% - The second assessment will be organized in the XII week of lectures, 45% <p>Active participation in lectures and exercises: 10%</p> <ul style="list-style-type: none"> - Regular attendance in lectures, exercises through: - Active debates in lectures and exercises - Presentation of final work: case study or seminar paper 		
Literature			
Basic literature:	Czinkota, Ronkainen, Moffett – International Business, AiiS, Tirana 2010		
Additional literature:	<ul style="list-style-type: none"> - Charles W. L. Hill - International Business: Competing in the Global Marketplace, 2014, University of Washington - Ilia Kristo– International Business, Second Edition SHBLU, Tirana 2008 -Different literature during exercises 		

The detailed plan of work:	
Week	Topic
Week 1	Globalization and the International Business rules
Week 2	The culture and the International Business
Week 3	Trade and investment policies
Week 4	Political and legal environment for international business
Week 5	Economic environment and financial markets
Week 6	The international market theories
Week 7	1st assessment
Week 8	Economic integration and the international business
Week 9	Markets in transition

Week 10	strategic planning, entry and expansion in the international business
Week 11	Marketing and services in the international business
Week 12	Logistics, supply chain, and human resource management in the international business
Week 13	New horizons in the international business
Week 14	Analysis of case studies
Week 15	2nd assessment (Discussion and second assessment)

Except for day 1, where learning will be by lecture only, students will have to apply their knowledge and experience in case studies and extra papers supplied on the day of the lecture.

Academic policies and code of conduct:

Regular attendance, accuracy, reading of required materials, and active participation in classroom discussions are critical elements for this subject.