

SYLLABUS for PRINCIPLES OF INTERNATIONAL BUSINESS

Basic data for the course			
Academic unit:	Faculty of Economics		
Title of the course:	PRINCIPLES OF INTERNATIONAL BUSINESS		
Level:	Bachelor		
Status of the course:	Obligatory		
Year of studies:	Third year – fifth semester		
Number of hours per week:	2+1		
ECTS credits:	6		
Time/location:	Faculty of Economics, University of Prishtina “Hasan Prishtina”		
Tutor:	Prof. Dr. But Dedaj		
Tutor’s contact details:	but.dedaj@uni-pr.edu		
Content of the course			
Content of the course	This is an introductory course to International Business, which is about companies operating outside the borders of their home countries. It consists of the following main parts: Introduction to International Business; Global trade and investment environment; The global monetary system; The strategy and structure of international business; International business operations.		
Course’s objectives:	This course is designed to infuse international cultural awareness and then expand that awareness to multiple international business cultures that are active in the current global marketplace. The course will focus on knowledge and skills pertaining to a wide variety of business operations needed for success in today’s international arena.		
The expected outcomes:	By the end of the course, students are expected to: <ul style="list-style-type: none"> - Become familiar with basic concepts and trends related to international business activity. - Understand the context within which international business activity takes place, that is, the economic, political, legal, financial and cultural environment in which international firms operate. - Familiarize with the modalities of international business – trade and investment and understand the factors affecting firms’ choices between them. - Gain an understanding of the managerial challenges and opportunities confronting firms competing internationally. 		
The students’ workload (<i>hours per semester, ECTS</i>)			
Activity	Activity	Activity	Total
Lectures	2	13	26

Seminars (theoretical and practical)	1	15	15
Case studies			
Direct contact with tutor	1	15	15
Field research			
Colloquiums	2	2	4
Homework	1	15	15
Individual study (at library or at home)	1	44	44
Final preparation for the exam	1	23	23
Evaluation			
Projects, presentation etc.	1	8	8
Total			150
Teaching methods:			
Assessment methods:	<ul style="list-style-type: none"> - Active participation in class sessions 10 points - Development and presentation of the paper 10 points - First assessment 40 points - Second assessment 40 points <p>Comment: if the students during the semester did not pass one out of two tests, he/she can repeat it once more. However, if in the second attempt did not pass the test, he/she should enter in the final-general test.</p> <p>In order to pass the general test, the student should get minimum 60% of total points.</p>		
Literature			
Basic literature:	<ol style="list-style-type: none"> 1. International Business [Hardcover], Charles W. L. Hill, January 17, 2012, ISBN-10: 0078029244, ISBN-13: 978-0078029240, Edition: 9 2. International Business: Environments & Operations (14th Edition) [Hardcover], John Daniels, Lee Radebaugh, Daniel Sullivan, January 6, 2011; ISBN-10: 0132668661; ISBN-13: 978-0132668668, Edition: 14 3. International Business (7th Edition) [Hardcover], Ricky W. Griffin, Mike W. Pustay; January 19, 2012; ISBN-10: 0132667878, ISBN-13: 978-0132667876, Edition: 7 		
Additional literature:			

The detailed plan of work:	
Week	Topic
<i>Wee 1</i>	Introduction and overview; Globalization;
<i>Wee 2</i>	National differences in political economy; Differences in culture; Ethics in International Business.
<i>Wee 3</i>	GLOBAL TRADE and INVESTMENT ENVIRONMENT: International Trade Theory; Business; Financial Management in the
<i>Wee 4</i>	The political economy of international trade; Foreign Direct Investment; Regional Economic Integration.
<i>Wee 5</i>	THE GLOBAL MONETARY SYSTEM: The Foreign Exchange Market;
<i>Wee 6</i>	The International Monetary System; The Global Capital Market.
<i>Wee 7</i>	Test 1
<i>Wee 8</i>	THE STRATEGY and STRUCTURE OF INTERNATIONAL BUSINESS: The Strategy of International Business; The Organization of International Business;
<i>Wee 9</i>	Entry Strategy and Strategic Alliances.
<i>Wee 10</i>	INTERNATIONAL BUSINESS OPERATIONS: Exporting, importing and countertrade;
<i>Wee 11</i>	Global Production, Outsourcing and Logistics;
<i>Wee 12</i>	Global Marketing and R&D;
<i>Wee 13</i>	Global Human Resource Management;
<i>Wee 14</i>	Accounting in the International Business; Financial Management in the International Business.
<i>Wee 15</i>	Test2

Academic policies and code of conduct:
Cheating on examination; Plagiarism; Misrepresentation or falsification of data of an examination; Unauthorized communication during examinations; Knowingly allowing another student to represent your work as his or her own; Forgery, alteration, or knowing misuse of graded examinations, quizzes, grade lists, or official records of documents; Theft or destruction of examinations or papers; Submitting the same work in more than one course; Altering or destroying another student's work or records, Attempting improperly to influence the award of any credit, grade, or honor; Violation of the rules governing teamwork; Failure to comply with the sanctions imposed under the authority of this code