

Study program: Modern Business Management; Module: Marketing Management			
Subject name: International Business			
Lecturer: Dragan Vučinić, Ph.D. (dragan.vucinic@mbs.edu.rs)			
Subject status: selective			
ECTS: 8			
Pre-requisites: -			
Subject objectives The goal of the subject is to offer students basic knowledge, conceptions and principles (within globalization and the interdependence of countries) of modern strategic alternatives of international business management (business operations and functions), as well as the intercultural and negotiation dimensions of international management, so as to create their capabilities to evaluate future development and timely making business decisions.			
Subject outcomes Students will be able to understand complexities of world economy on the global and regional level in the context of international finances and commerce, to successfully manage the companies included in global business, to analyze exchange rate, tax and customs expenses within MNK and export business, crediting and export insurance, budgeting techniques, the analysis of risks, global portfolio management.			
Subject Description Assignments: Theoretical: Modern forms of global international business (Integration and globalization as the factors of increased competition on world markets. The new economy and the increased role of multinational corporations in international business. Classical theory limits of the international commerce. The exchange rate and multiexchange action capital and exchange derivatives. Country risks and international financial crisis. Multinational corporations and global financing. International competition. Competition as the comparative concept. Crugman’s competition critic. OECD competition indicators. The changes in the world economy powers. BRIK and the EU as the new super powers and G-20 as the new world economic power. Practical: The analysis of practice examples, individual and group presentations of seminar papers, discussions			
Materials Salvatore, D., (2009), <i>Међународна економија</i> , девето издање, Економски факултет, Београд. Бјелић,П., (2011), <i>Међународна трговина</i> , Треће измењено и допуњено издање, Економски факултет, Београд. Ковачевић, Р., (2014), <i>Међународне финансије</i> , треће измењено и допуњено издање, Центар за издавачку делатност Економског факултета, Београд. Krugman, R. P. and M. Obsfeld, (2009), <i>Међународна економија</i> , Датастатус, Београд. Shenker, O. C. and A. Sarin, (2008), <i>International Business</i> , 2nd edition, Sage Publication. Сигулински А. С., (2008), <i>Међународно пословање</i> , Пигмалион, Нови Сад.			
Total number		Courses:3x15=45	Practice:2x15=30
Teaching methods Lectures,discussions, practical exercises			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
Course activity	10	written exam	-
Practice	10	oral exam	50
Test-s	20	
Essay-s	10		