



Course Syllabus

1. Course Title:

International Business

2. Academic Level:

Master

3. ECTS Credits:

5 ECTS

4. Semester:

2, spring semester

5. School/Department:

Faculty of Management

6. Location:

200/1 Stachki Avenue, Rostov-on-Don

7. Instructor:

Prof. Nataliya Evchenko, E-mail: nnyevchenko@sfedu.ru natayevch@yandex.ru

8. Language of Instruction:

English

9. Course Description:

The objective of the course is to offer students information on growing globalisation and its impacts on the business sphere, and introduce them to the principles of management in multinational companies. Students will become well-versed in the following areas of expertise: establishment of corporations, their organisational structure, and individual management activities in multicultural environment. They will study management of international human resources and the importance of corporate culture in international environment.

10. Course Aims:

The aim of course «International business» is to develop students' theoretical knowledge and basic practical skills in the field of organization, management and regulation of international business in the conditions of Russian and world practice.

11. Specific entry requirements (if any):

Bachelor degree

12. Course Content:

This course includes two modules. Module 1 General principles of international business and its internationalization

1.1 International business and international entrepreneurship: essence, subjects, objects and types.

1.2 Theoretical foundations of international business

1.3 Forms and methods of conducting international business

1.4 International competition and international business

Module 2. Practical aspects of modern international business

2.1 Organizational and managerial aspects of international business

2.2 International business models

2.3 Modern forms of foreign economic activity and competitiveness management in international business

2.4 Choice of countries, markets, and how the firm internationalizes its business and partners

13. Intended Learning Outcomes:

Able to manage the project at all stages of its life cycle;

Able to organize and lead the work of the team, developing a team strategy to achieve the goal;

Able to use modern communication technologies, including in a foreign language/ foreign languages, for academic and professional interaction;

Able to manage project and process activities in the organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for creating and developing innovative areas of activity and corresponding business models of organizations;

Able to use methods of economic and strategic analysis of behavior of economic agents and markets in the global environment.

14. Learning and Teaching Methods:

- Students' self-guided reading of the educational material, course books and reference materials with follow-up free discussion based on the material studied;

- Implementation of supporting (illustrating) data, involving the use of multimedia presentation equipment containing basic terms, graphs and tables;

- Analysis of Case-Study for the students to understand the nature and significance of applied tasks under consideration;

- Testing;

- Essay writing;

- Fulfillment of individual tasks on the topics and examples provided.

15. Methods of Assessment/Final assessment information:

- Students' self-guided reading of the educational material, course books and reference materials with follow-up free discussion based on the material studied;

- Implementation of supporting (illustrating) data, involving the use of multimedia presentation equipment containing basic terms, graphs and tables;

- Analysis of Case-Study for the students to understand the nature and significance of applied tasks under consideration;

- Testing;

- Essay writing;

- Fulfillment of individual tasks on the topics and examples provided.

Final certification - EXAM

16. Reading List:

Peter J. Buckley, Peter Enderwick, Adam R. Cross · (2018) International Business

Lasse Torkkeli (2021) Contemporary Issues in International Business and Entrepreneurship by Cambridge Scholars Publishe

Ludwig Martin · (2021) International Business Development:A Concise Textbook Focusing on International B-to-B Contexts

Dr. Ravi Kant Pathak · (2020) International Business Management

Andy Marjoko, Aurélia Royer-Duffait, Caroline Saradjian · (2023) Adaptive Corporate Culture in International Business Management