

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF FINANCE AND ACCOUNTING**  
**DEPARTMENT OF GENERAL ECONOMIC THEORY**

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Adopted by the FC (record №11/ 25.04.2024)

Adopted by the DC (record №11/ 09.04.2024)

**ACCEPTED BY:**

**Dean:**

(Assoc. Prof. Daniela Georgieva, PhD)

## **SYLLABUS**

**SUBJECT: INTERNATIONAL MANAGEMENT**

**DEGREE PROGRAMME: International business and management; MASTER'S DEGREE**

**YEAR OF STUDY: 6; SEMESTER: 11**

**TOTAL STUDENT WORKLOAD: 270 hours; incl. curricular 60 hours**

**CREDITS: 9**

### **DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
CURRICULAR: incl.		
• LECTURES	30	2
• SEMINARS / LAB. EXERCISES	30	2
EXTRACURRICULAR	210	-

Prepared by:

1. ....  
(Prof. Dr. Vesselina Dimitrova)
2. ....  
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International Economic Relations: .....

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## **I. ANNOTATION**

*The main objective of the course is for students to gain knowledge and understanding of the management process in international business. The emphasis in the content is on the characteristics and peculiarities of the management functions of companies that work in an international environment. During the course, students have the opportunity to develop management decision-making skills in the context of international competition through case studies, simulations, and other interactive methods.*

*In the training process, civic competence, entrepreneurial competence, and personal competence will be acquired.*

## **II. THEMATIC CONTENT**

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Theme 1. ESSENCE AND IMPORTANCE OF INTERNATIONAL MANAGEMENT.</b>		<b>3</b>	<b>3</b>	
1.1.	Globalization and international business.			
1.2.	International companies and business internationalization.			
<b>Theme 2. EXTERNAL ENVIRONMENT OF INTERNATIONAL BUSINESS.</b>		<b>3</b>	<b>3</b>	
2.1.	General characteristics of the modern international environment.			
2.2.	Economical.			
2.3.	Political and legal environment.			
2.4.	Technological.			
<b>Theme 3. CULTURAL DIFFERENCES AND THEIR IMPACT ON INTERNATIONAL MANAGEMENT.</b>		<b>3</b>	<b>3</b>	
3.1.	Cultural environment and cultural differences.			
3.2.	Elements of culture and their impact on international business.			
3.3.	The influence of religion in international management.			
<b>Theme 4. LEGAL ENVIRONMENT AND LEGAL FORMS OF INTERNATIONAL BUSINESS.</b>		<b>3</b>	<b>3</b>	
4.1.	Organizational and legal forms of international business.			
4.2.	Contract forms for international business.			
<b>Theme 5. ORGANIZATION OF INTERNATIONAL BUSINESS.</b>		<b>3</b>	<b>3</b>	
5.1.	Essence of the organizational-management structure.			
5.2.	Basic principles for structuring international companies.			
5.3.	Types of organizational and management structures in international business.			
5.4.	Modern organizational forms: network and virtual structures.			
<b>Theme 6. CONTROL IN THE CONTEXT OF INTERNATIONAL BUSINESS.</b>		<b>3</b>	<b>3</b>	
6.1.	Essence and stages in the process of control in international business.			
6.2.	Methods of control in international management.			

6.3.	System for implementation of control in the international company.			
<b>Theme 7. INTERNATIONAL HUMAN RESOURCE MANAGEMENT.</b>		<b>3</b>	<b>3</b>	
7.1.	Basic factors and principles in the formation of personnel policy in international companies.			
7.2.	Recruitment strategies in international management.			
7.3.	Development of personnel in international management.			
7.4.	Staff motivation in different cultures.			
<b>Theme 8. STRATEGIES IN INTERNATIONAL BUSINESS.</b>		<b>3</b>	<b>3</b>	
8.1.	Strategies for business internationalization.			
8.2.	Global strategies.			
8.3.	Strategic alliances.			
<b>Theme 9. COMPETITION AND COMPETITIVENESS IN INTERNATIONAL MARKETS.</b>		<b>3</b>	<b>3</b>	
9.1.	Essence and types of competition in international markets.			
9.2.	International competition: competitive environment and M. Porter's concept of the "diamond of competitive advantage".			
9.3.	Competitiveness and its manifestation in an international aspect			
9.4.	EU competition policy.			
<b>Theme 10. ACCOUNTING AND FINANCE IN INTERNATIONAL BUSINESS.</b>		<b>3</b>	<b>3</b>	
10.1.	Standards.			
10.2.	Currencies, exchange rates and international arrangements.			
10.3.	Financing of international economic activity.			
<b>Total:</b>		<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Course project	1	50
1.2.	Case study	1	40
1.3.	Discussions	1	20
	<b>Total midterm control:</b>	<b>3</b>	<b>110</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	1	100
	<b>Total final term control:</b>	<b>1</b>	<b>100</b>
	<b>Total for all types of control:</b>	<b>4</b>	<b>210</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. Deresky, H. (2023) International Management: Managing Across Borders and Cultures, 10th ed., Harlow: Pearson.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Griffin, R. and Pustay, M. (2020) International Business: a Managerial Perspective, 9th ed., Harlow: Pearson.
2. Hill, Charles W. L. (2023) International Business: Competing in the Global Marketplace, 14th ed., New York: McGraw-Hill.