

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF MARKETING**

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Adopted by the FC: record №12/29.04.2024  
Adopted by the DC: record №10/15.04.2024

ACCEPTED BY:  
Dean:  
(Assoc. Prof. Dobrin Dobrev, PhD)

## SYLLABUS

**SUBJECT: MANAGEMENT OF INTERNATIONAL BUSINESS**

**DEGREE PROGRAMME: International Business (in English); BACHELOR'S DEGREE**

**YEAR OF STUDY: 2; SEMESTER: 4**

**TOTAL STUDENT WORKLOAD: 270 hours; incl. curricular 75 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. <ul style="list-style-type: none"><li>• LECTURES</li><li>• SEMINARS / LAB. EXERCISES</li></ul>	45 30	3 2
EXTRACURRICULAR	195	-

Prepared by:

1. ....  
(Chief Assist. Prof. A. Shivarov, PhD)
2. ....  
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Head of department  
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(Prof. V. Dimitrova, PhD)

## **I. ANNOTATION**

*“Management of International Business” provides knowledge about the environment in which international business takes place, as well as about the decisions managers face when dealing with cross-border operations. The purpose of this course is to develop understanding about the forces exerting pressure on companies in shaping their strategic choices and to create skills for critical appraisal of the opportunities and challenges firms encounter in their international activities. The module lays the basis for extending the knowledge and for developing new skills related to firm competitiveness, methods for collecting and evaluating data and decision-making. During seminars the students have the opportunity to develop their decision-making skills through case studies, simulations and other interactive techniques. The subject contributes to the development of active citizenship, entrepreneurship and cultural awareness and expression competences.*

## **II. THEMATIC CONTENT**

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
	<b>1. International business: contemporary development</b>	3	2	
1.1.	Globalisation and international business			
1.2.	Internationalisation at firm level			
1.3.	Types of business risks			
	<b>2. International business environment</b>	6	3	
2.1.	Differences in political environment			
2.2.	Legal systems			
2.3.	Economic systems			
2.4.	Technological environment. Technology transfer			
	<b>3. International markets</b>	3	2	
3.1.	Classification of international markets			
3.2.	Markets based on geographic proximity			
3.3.	Markets according to level of economic development			
3.4.	Market access by countries and industries			
	<b>4. Differences in culture and their implications for international business</b>	6	3	
4.1.	Cultural environment and differences in culture			
4.2.	Elements of culture and their implications for international business			
4.3.	Cross-cultural communication			
4.4.	Ethical issues in international business			
	<b>5. Strategy of international business</b>	3	3	
5.1.	Internationalisation motives			
5.2.	Strategy and the firm			
5.3.	Profiting from international expansion			
5.4.	Pressures to cost reduction and local responsiveness			
5.5.	Strategic choices			
	<b>6. Organisation of international business</b>	6	2	
6.1.	Organisational architecture			
6.2.	Principles in structuring business organisations: vertical and horizontal differentiation			
6.3.	Types of organisational structures in international business			
6.4.	Control systems and incentives			

6.5.	Organisational culture			
6.6.	Organisational change			
<b>7. Entering foreign markets</b>		3	2	
7.1.	Basic entry decisions			
7.2.	Entry modes			
7.3.	Selecting an entry mode			
<b>8. International trade operations</b>		3	3	
8.1.	Exporting			
8.2.	Intermediary operations			
8.3.	Reexporting and countertrade			
<b>9. International production and supply chain management</b>		3	2	
9.1.	Deciding about localisation of production			
9.2.	Outsourcing			
9.3.	Supply chain management			
<b>10. International marketing and business analytics</b>		3	3	
10.1.	Market segmentation			
10.2.	Marketing mix			
10.3.	New product development			
<b>11. Human resource management in international business</b>		3	3	
11.1.	Staffing policy and management development			
11.2.	Controlling in international management			
11.3.	International labour relations			
<b>12. Accounting and finance in international business</b>		3	2	
12.1.	Accounting aspects of international business			
12.2.	Investment decisions			
12.3.	Financing of international economic activity			
<b>Total:</b>		<b>45</b>	<b>30</b>	

### III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project	1	45
1.2.	Test	2	50
<b>Total midterm control:</b>		<b>3</b>	<b>95</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>195</b>

#### **IV. LITERATURE**

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

1. Hill, C. (2023) *International Business: Competing in the Global Marketplace*. 14<sup>th</sup> ed. New York: McGraw-Hill.
2. Czinkota, M, Ronkainen, I. and Gupta, S. (2021) *International Business*. 9<sup>th</sup> ed. Cambridge: Cambridge University Press.

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

1. Deresky, H. and Miller, S. (2020) *International Management: Managing Across Borders and Cultures*. 10<sup>th</sup> ed. Pearson.
2. Hitt, M., Ireland, D. and Hoskisson, R. (2019) *Strategic Management: Competitiveness and Globalization*. 13<sup>th</sup> ed. Cengage Learning.
3. International Monetary Fund. *World Economic Outlook*. various years.
4. United Nations. *World Investment Report*. New York and Geneva: UN, various years.
5. World Bank, *World Development Indicators*. various years.
6. World Trade Organization. *International Trade Statistics*. Geneva: WTO, various years.
7. World Trade Organization. *World Trade Report*. Geneva: WTO, various years.
8. globalEDGE. <http://globaledge.msu.edu/>