UNIVERSITY "ISA BOLETINI" IN MITROVICA
FACULTY OF ECONOMICS

Course Outline Model (Syllabus)		
Faculty:	Economics	
Name of study program:	Business and Management	
Specialization:	Management and Entrepreneurship & Banking, Finance and Accounting	
Level:	Bachelor	
The code of subject:		
Subject:	International business	
Subject Status:	Elective	
Semester:	V	
Total hours:	2+1	
ECTS:	4	
Schedule / Hall		
Academic year:	III	
Professor:	Prof. Dr. Isa TAHIRI	
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CONTENT OF SUBJECT	The International Business module focuses on international trade theories and policies, international economic integrations, and market liberalization approaches. The module is also oriented towards the provision of in-depth knowledge such as the impact of technology, especially the advancement of communication technology, the impact of the national cultural environment, the monetary system, political regulation in the international aspect, etc. This module provides skills for students on the practices of doing business in today's global environment, with the phenomenon of Globalization and the main differences that characterized the different countries of the globe. Students will then be introduced to trends affecting the global trade and investment environment as well as international business strategy and structure. Finally, issues related to international business operations such as production, marketing, logistics, human resource management will be presented.

AIMS OF SYBJECT	The purpose of this module is to acquaint students with the field of international business. Students should be introduced to three basic areas: basic theories of international business, environmental factors that influence international activities, and the management of functional business operations in an international context. These goals will be achieved through the following activities such as: case analysis that will address practical issues in the field to ensure a breadth of classroom understanding. Tasks and group research will provide more specific knowledge in specific areas of international business, providing depth of understanding.	
EXPECTED LEARNING OUTCOMES	After completing this course (student) the student will be able to: • Describe the political, legal, economic and cultural differences of countries to develop a competitive strategy in foreign, regional and international markets, • Understand the economic, political and legal environment of international business to determine the degree of risk of non-compliance with the external environment globally, • Apply critical thinking skills to complex business problems such as: (analyzing complex problems, identifying and evaluating relevant information, generating and evaluating solutions, recommending reasoning-based solutions, and communicating these thought processes to others effectively), • Argue the application of adequate techniques to determine the implementation of policies and practices planned by the international environment, • Recommend a sustainable approach to international environmental management by conducting the necessary analyzes in order to use business resources rationally and efficiently, and Create the necessary analysis regarding the impact of global business on businesses and national economies, using relevant resources and benefits.	
PROGRAM	**Weeks**	**Topic and Readings**
	Week - I	Familiarity with the course curriculum and mutual obligations of professor - student
	Week - II	Theories of international trade and investment
	Week - III	International trade and investment policies
	Week - IV	Economic integration between countries
	Week - V	International cultural, political and legal environment
	Week - VI	Projects, presentations, etc.
	Week - VII	Test I
	Week - VIII	International monetary system
	Week - IX	International financial markets
	Week - X	Initial international business operations and advanced
	Week - XI	International business operations
	Week - XII	Compensation trade
	Week - XIII	International financial management and International accounting and taxation

	Week - XIV	Project presentations etc
	Week - XV	Test II

LITERATURE	**Basic literature:** 1. Halil Kuka: Biznesi ndërkombëtar, Prizren 2017 2. Ilia Kristo– Biznesi ndërkombëtarë, Botimi i dytë SHBLU, Tiranë 2011 3. Biznesi Ndërkombetarë : Micheal R. Czinkota, Ilkka A. Rankaines, Micheal H.Maffet, Tiranë 2010 **Supplementary literature:** 1. Cavusgil, S.T., Knight, G., & Riesenberger, J.R. (2012). International Business: The New Realities. Prentice Hall, 2nd Edition, 2012. 2. Daniels, Radebaugh - International Business Environments and Operations – Ninth Edition, Prentice Hall, New Jersey 2011.
TEACHING METHODOLOGY	Teaching will be organized through lectures and exercises, practical assignments and periodic self-assessments. The teaching will involve all the necessary modern tools such as information technology with Windows Office programs, etc. Presentation of the learning topic in Power Point, exercises on large sheets Repetition of the previous topic by a certain group of students, analysis, research and team exercises. Case study or assignment (for the exercise class) related to the taught topic, etc. Within this semester are foreseen 15 Weeks with 2 hours of lectures and 1 exercises (seminars and discussions), as well as two colloquia which are held within the 15 planned lectures (weeks 7 and 15). Random studies and homework are given after each lecture for students in order for students to study and research at the time of their own studies. From a theoretical perspective, general scientific knowledge based on contemporary literature will be provided, while the practical aspect of the study will be realized by taking examples from contemporary literature and enterprise practice in Kosovo and the region. Ratio: 65% theory and 35% practice / seminars / exercises.

STUDENT LOAD ON THE SUBJECT

Contribution to student workload (which should correspond to student learning outcomes - 1 ECTS credit = 25 hours)			
Activity	Hourse	Days/Weeks	Total
Lectures	2	15	30
Practicals	1	15	15
Cunsultancies with lecturer / teaching assistant	1	6	6
Tests / seminars	2	2	4
Independent homeworks	1	12	12
Student's own study time (in the library or at home)	1	15	15
Final preparation for the exam	2	5	10
Time spent on assessment (tests, quizzes, final exam)	2	4	8
Projects, presentations, etc.	1	2	2
Total			**100 hours**

EVALUATION	• *Student participation in lectures: 5%* • *Individual works: 15%* • *Case studies: 10% (discussions and participation in debates on case studies)* • *Midterm 1: 35%* • *Midterm 2: 35%*				
ACADEMIC POLICIES	**Academic policies and rules of conduct are in accordance of the statute of UIBM and regulations of Faculty of Economics.**				

Mitrovica

18/12/2021

Subject teaching professor:

Prof. Dr. Isa Tahiri

(Name Surname)

(Signature)