Type and level of studies: PhD ACADEMIC STUDIES, III DEGREE

Title of the study program: Business Management

Subject title: International Business

Subject code: DMPP **Number of ECTS**: 9

Subject status (Compulsory / Elective): Elective

Teacher/s (Name, last name): Bjelić Predrag, Kovačević Radovan, Mitić Sanja, Perović Jelena i Rakita Branko

Number of active teaching lessons:			Other lessons	
Lectures:	Practice	Other forms of	Study research work:	
15	classes:	teaching:	15	

Prerequisite: No

Subject objective:

The objective of the subject is to enable the students to independently research into and to critically assess the latest findings, concepts, principles, strategies and competencies that upgrade international business following the ongoing trends and changes in the global business environment. In order to achieve this goal we familiarize the students with the relevant bibliography, databases, scientific papers, and projects carried out in the field, and work with them in groups, and provide them tutorial work and mentoring.

Subject outcome (gained knowledge):

The PhD students are enabled to identify and solve the most complex problems in the field of international business, international management and international marketing; to research into international and global business environment both individually and as team members; to plan, organize and monitor international business activities, operations and projects; to coordinate international business ventures regarding different markets and functions; to conduct scientific research, and to work as professors or consultants in the field of international business, international management and international marketing.

Subject content/structure:

Business environment and the ways of doing business in certain markets – North America, EU, Japan, Russia, China, Southeast Asia, Middle East, South America, Africa, the Western Balkans.

Concepts and strategies of international business – management of export-import strategies, international partnerships, mergers, acquisitions, joint ventures, and FDI.

Functional aspects of international business – international marketing strategies, international production operations, international business finance, international HR management, international corporate culture and multicultural management.

Variation in application of international business, international management and marketing - specific features of the business practices used by MNEs, SMEs, companies operating in real sector and service industry.

Teaching methods:

Besides a thorough lecture planning and fulfilment of all the necessary academic and course preconditions, we encourage both individual and team work. At the beginning of the course students are given different assignments related to current topics and issues. Furthermore, students solve previously prepared and carefully chosen case studies from domestic and international business practice, participate in debates where they express their opinions on different issues, evaluate available research in the field, present their own research works. Finally, students are provided with mentor support when writing their scientific papers.

Semester papers				g (maximum number of points 100)	Gradin	
Literature: No. Author Title Rakita Branko Rakita Branko Medunarodni biznis i menadžment Ekonomski fakultet, Beograd Rakita Branko I Ivan Mitrović Rakita Branko Brend Menadžment Savremena administracija Rakita Branko Međunarodni Marketing Ekonomski fakultet, Beograd Jelena Kozomara Spoljnotrgovinsko poslovanje IED Jelena Kozomara i Sandra Stojadinović Jovanović Inansiranje Ekonomski fakultet, Beograd Kovačević Radovan Ekonomski odnosi Srbije sa inostranstvom fakultet, Beograd Kovačević Radovan Ekonomski odnosi Srbije sa inostranstvom fakultet, Beograd Charles Hill International Business: Competing in the Global Market Place Daniels D.J.; Radebaugh International Business Prentice Hall L.H.; Sulivan D. International Business Prentice Hall Luthans F.; Doh J. International Management: Culture, Strategy and Behavior McGraw Hill Tersptra V.; Foley J; International Management: Strategy Copportunities and Cultural Challenges Tersptra V.; Foley J; International Marketing Naper Publishing Rocaw Hill Rotabe M; Helsen K. Global Marketing Management John Willey & Sons Acateora Graham; Gilly M International Marketing McGraw Hill	ts	Point	Final exam		xamination obligations	Pre-e
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