

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: 15	Practice classes:	Other forms of teaching:	Study research work: 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.				

Grading (maximum number of points 100)				
Pre-examination obligations		Points	Final exam	Points
Semester papers		40	Oral exam	60
Literature:				
No.	Author	Title	Publisher	Year
1	Rakita Branko	Međunarodni biznis i menadžment	Ekonomski fakultet, Beograd	2013
2	Rakita Branko i Ivan Mitrović	Brend Menadžment	Savremena administracija	2007
3	Rakita Branko	Međunarodni Marketing	Ekonomski fakultet, Beograd	2009
4	Jelena Kozomara	Spoljnotrgovinsko poslovanje	IED	2005
5	Jelena Kozomara i Sandra Stojadinović Jovanović	Međunarodno poslovno finansiranje	Ekonomski fakultet, Beograd	2011
6	Kovačević Radovan	Ekonomski odnosi Srbije sa inostranstvom	Ekonomski fakultet, Beograd	2010
7	Charles Hill	International Business: Competing in the Global Market Place	McGraw Hill	2011
8	Daniels D.J.; Radebaugh L.H.; Sullivan D.	International Business	Prentice Hall	2012
9	Luthans F.; Doh J.	International Management: Culture, Strategy and Behavior	McGraw Hill	2011
10	Mc Farlin D. Sweeny P.	International Management: Strategic, Opportunities and Cultural Challenges	Routledge	2011
11	Tersptra V.; Foley J; Sarathy J	International Marketing	Naper Publishing	2012
12	Kotabe M; Helsen K.	Global Marketing Management	John Willey & Sons	2010
13	Cateora Graham; Gilly M	International Marketing	McGraw Hill	2010
14	Keegan, W.J.	Global Marketing Management	Prentice Hall	2011
15	Kotler Philip; Keller Kevin	Marketing Management	Prentice Hall	2012
16	Gerald Albaum, Dueer Edvin	International Marketing and Export Management	Prentice Hall	2011