**International Summer Program 2019**

**International Business**

**Syllabus**

1. Clarification of basic concepts and specifications of the current structure and organization of Czech foreign trade. IB basic indicators - balance of trade / payment.

2. International business in practice. International business importance and influences, differences from domestic trading. Territorial / commodity structure of IB.

3. Implementation risks of foreign operations at the enterprise level. Factors influencing the IB environment (Political, Economic, Technological). The impact of globalization on international business and the position of the Czech Republic in the world economy.

4. Internationalization and Globalization. Drivers of Internationalization. Categories of goods traded internationally. Motives for foreign expansion (microeconomic view). Entry modes and business activities in IB (export, import, contractual, investment activities, FDI). Team work on the semestral project.

5. Culture and its role in international business. Cultural elements and multi-culture communication. Negotiation and successful presentation of business results in the international environment.

6. Hofstede’s five dimensions of culture differences. Team work on the semestral project.

7. Business territories, international business zones. Emerging markets, newly industrialized countries. Data collection and their selection in the international environment.

8. Methods of international market research, and linkage to competition analysis and the analysis of the inner environment of a company. Team work on the semestral project and presentations.

9. Asessing international trade barriers. Economic integration and stages. The strongest integration groupings (such as ASEAN, NAFTA, EU, etc.). BRICS.

10. Impact of economic integration on micro environment (companies). Team work on the semestral project and presentations.

11. Orientation in international business relations. Personal preconditions for working in international business.

12. International business relations knowledge summary and evaluation. Presentation of team business work results. Some of the topics may supplemented by guest lectures (the lecturers are normally experts from the companies or lecturers from foreign universities).

**Literature**

Required Literature

HILL, Charles W.L. Global business today: seventh edition. 7th edition. New York: McGraw-Hill Irwin, c2011. ISBN 978-0-07-813721-1.

WALL, Stuart and Dr. Bronwen REES. International Business: A First Course. 2009. Info

Recommended Literature

GRIFFIN, Ricky W. a Michael W. PUSTAY. International business. 6th ed. Boston: Pearson Education, c2010. ISBN 978-0-13-507227-1.

WILD, J., Wild, K. a J. HAN. International business: the challenges of globalization. 4th ed. : Pearson, Upper Saddle River, 2008.

SATO, Alexej a Jaroslav HALÍK. International business operations. Praha: Oeconomica, 2014. ISBN 978-80-245-2053-7.

HOFSTEDE, Gert Jan. Culture´s consequences: comparing values, behaviors, institutions, and organizations across nations. 2nd ed. Thousand Oaks, Kalif.: Sage Publications, c2001. ISBN 0-8039-7324-1.

BROWAEYS, Marie-Joëlle a Roger PRICE. Understanding cross-cultural management. Harlow: Pearson Education, 2008. ISBN 978-0-273-70336-5.

SUDER, Gabriele. Doing Business in Europe. ISBN 9781412918473

FISHER, Colin a Alan LOVELL. Business ethics and values: individual, corporate and international perspectives. 3rd ed. Harlow: Pearson Education, 2009. ISBN 978-0-273-71616-7.

**Assessment methods**

The course BA\_IBR is finished by EXAM. Criteria for the course completion:

1. Active participation in lectures and active individual involvement at the lessons
2. Successful presentation of the semester specialized project.

Based on these criteria, an individual grade will be offered to the student at the end of the course. If student does not agree with the grade offered or in case of failure to meet these criteria, the written test will be the subject of knowledge verification. The written test consists of approximately 15-20 questions (a combination of closed and open questions). To pass the examination student must achieve at least 50% correct answers.