

SYLLABUS

Course name	INTERNATIONAL BUSINESS	Code	Mandatory
Study program	International Business	Status	
Course readings	Mandatory – <i>International Business: Environments and Operations</i> , 12 th edition, Daniels, Radebaugh, Sullivan Additional – will be provided by instructors		
Course description	This course examines the strategic and operational issues that arise from the international nature of multinational corporations' activities. Issues covered include alternative internationalization strategies, interaction between firms and governments, dealing with global competitors, and staffing and organizational implications of cross-border operations. Students who take this course will have an improved understanding of cultural differences and career management in global organizations. Course materials will include examples from companies in Europe, China, India and the United States.		
Course requirements and procedures	<p>The class will include various formats: lectures, paper seminars, class discussions, case studies, exercises, videos and homework. Written assignments, oral and written feedback from other students and instructor should be expected, also.</p> <p>The student is expected to be present and on time for <u>every class period</u>. However, if a student needs to be absent for a class period, <u>prior notice</u> needs to be given to professor by e-mail or phone. Student is allowed to have two absences without penalty (in a case of illness or other unexpected problems). Each unexcused absence beyond two will result in 1.5% penalty applied to your semester grade. Excuses must be valid, but professor reserves the right to judge their validity.</p> <p>Any proven case of plagiarism or cheating will be dealt with according to university policy with due process being fully preserved. (Plagiarism is defined as the unauthorized use or close imitation of the language and thoughts of another author and the representation of them as one's own original work.)</p> <p>Assignments and homework are expected to be completed and submitted on the due date. Late assignments will not be accepted. Missing assignments or exams will result in a failing grade for the assignment or exam. There will be no make-up tests for scheduled exams without documented proof of illness or other valid reason for absence.</p>		
Grading policy	<p>5 (izvrstan) - A (excellent) – (90-100 points). Performance consistently exceeds expectations to an exceptional degree and results demonstrate a very high degree of creativity.</p> <p>4 (vrlo dobar) - B (very good) – (80-89 points) Above Average. Performance exceeds</p>		

	<p>expected requirements and results are above required norm.</p> <p>3 (dobar) - C (good) – (70-79 points). Performance fulfills expected requirements and results are what are expected.</p> <p>2 (dovoljan) - D (satisfactory) – (60-69 points) Below Average. Performance shows need for improvement and results fall short of what is required.</p> <p>1 (nedovoljan) - F (unsatisfactory) – (0-59 points) Failure. Performance fails to meet minimal expectations.</p>
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Assessment methods	<p>Participation 40%</p> <p>Quizzes 20%</p> <p>Group project and presentation 20%</p> <p>Final Exam 20%</p>
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CLASS SCHEDULE	
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Week	Content
1	Introduction
2	Business management tools, The evolution of International Business
3	Intro to Cultural Environment Facing Business, Globalization and Intl Business
4	Human Resource Management, The Cultural Environment Facing Business cont.
5	Globalization and Society, The Strategy of International Business
6	The strategy of International Business cont.
7	The Economic Environment Facing Business
8	Cross National Cooperation and Agreements
9	Marketing Globally
10	Globalization and Society cont.
11	Globalization and Society cont., Paper draft 1 due
12	Individual meetings with groups to discuss group papers and presentations
13	Group Presentations
14	FINAL EXAM