

<b>Title:</b>	<b>INTERNATIONAL BUSINESS</b>	
<b>Code:</b>	<b>INBU 08/09</b>	
<b>ECTS credits:</b>	<b>4</b>	
<b>Lecture hours:</b>	15h (lecturers) + 15h (tutorials)	
<b>Study period:</b>	Winter and spring	
<b>Level:</b>	Basic	
<b>Location:</b>	Wrocław	
<b>Examination:</b>	Projects prepared by students + final multiple test	
<b>Language:</b>	English	
<b>Prerequisites:</b>	Principles of economics	
<b>Course content:</b>	<p>The module will allow students to develop their understanding of international business. Thanks to the course students will identify the crucial factors of international environment like financial systems, entry barriers and risk assessment which affect firms in their markets, acquisition of materials or labour supply in various parts of the world. Each topic consists of lectures and tutorials, when case studies will be analyzed.</p> <p><b>Topic 1: International Business Environment</b></p> <p><b>Topic 2: World Financial Environment</b></p> <p><b>Topic 3: Multinational Corporations</b></p> <p><b>Topic 4: International Market Entry Modes</b></p> <p><b>Topic 5: Country Evaluation and Selection</b></p> <p><b>Topic 5: Managing International Operations</b></p> <p><b>Topic 6: Ethics of International Business</b></p>	
<b>Contact person:</b>	mgr Artur Klimek ( <a href="mailto:artur.klimek@ae.wroc.pl">artur.klimek@ae.wroc.pl</a> ), mgr Sebastian Bobowski	
<b>Literature:</b>	<p><i>International business : global competition from a European perspective / Andrew Harrison, Ertugrul Dalkiran, Ena Elsey. - Oxford : Oxford University Press, 2000</i></p> <p><i>International business : environment and operations / John D. Daniels, Lee H. Radebaugh. - 4th ed. - Reading, MA : Addison-Wesley Publishing Company, latest edition</i></p> <p><i>International business / Michael R. Czinkota, Ilkka A. Ronkainen, Michael K. Moffett. - 3rd ed. - Fort Worth, TX : Dryden Press, 1994.</i></p> <p>Students should also monitor current issues in international business by reading <i>The Financial Times</i> and <i>The Economist</i></p>	
<b>Faculty:</b>	All students	
<b>Czy przedmiot jest kopią przedmiotu prowadzonego na AE?</b>	Nie	