


Discipline	INTERNATIONAL BUSINESS	code: 38b	summer semester
Specialty	Industrial Management		
ECTS credits: 6	Form of assessment: Continuous Assessment		
Lecturer	Assoc. Prof., PhD Nedka Nikolova Room 511 Phone: +359 /383 263 E-mail: n.nikolova@tu-varna.bg		
Department	Industrial Management		
Faculty	Faculty of Mechanical Engineering and Technologies		
Learning objectives: <p>The purpose of the subject of “International Business” is to enable the students to acquire considerable knowledge of the basic principles of the international economic relations and business activities occurring in today’s global economy. The subject is designed to provide students with better insights into the preset-day processes of formation and development of effective business environment. The subject matter will also help students get acquainted with some key concepts, basic notions, fundamental principles and mechanisms of interaction not only with international business but with domestic companies as well.</p>			
CONTENTS:			
Training Area		Hours lectures	Hours Seminar classes
<u>Lectures (Topics):</u> Topic 1. The Essence of International Business		2	
Topic 2. International Business Entities		2	

Topic 3. International Markets	4	
Topic 4. International Capital Markets	2	
Topic 5. International Business Operations	4	
Topic 6. Non-capital Methods of Entry Into International Markets	2	
Topic 7. International Trade Contracts	2	
Topic 8. Foreign Direct Investment and Joint Ventures	4	
Topic 9. Global Supply	2	
Topic 10. Concession Arrangements and Projects Under BOT (Build-Operate-Transfer)	4	
<u>Seminars:</u>		2
Topic 1. The Essence of International Business		
Topic 2. International Business Operations		3
Topic 3. International Sales		2
Topic 4. Trade Negotiations in International Business		2
Topic 5. International Sales Contract		2
Topic 6. Intermediary Operations in International Business		2
Topic 7. International Leasing		2
TOTAL :	30h	15h