

Code: 38b „INTERNATIONAL BUSINESS”

ECTS credits: 6	Number of hours per week: 2+1+0
Forms of assessments: Pass / Failed	Types of assessment: Pass / Failed
Department, providing instruction on the discipline: Department: <i>INDUSTRIAL MANAGEMENT</i> <i>FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES</i>	

Lecturer: Assoc. Prof. Dr. Darina Pavlova

Department: *INDUSTRIAL MANAGEMENT*

Tel. 052 383 602

e-mail: pavlovad@mail.bg

Annotation: 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 a better insight into the present-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 businesses but with domestic companies as well.

Main issues of the syllabus content:

- The essence of international business
- Basics of international business operations
- International competitiveness

Content presentation: The content is delivered through lectures and seminars.