

NAME OF THE COURSE		International Business				
Code	EJED01	Year of study	2.			
Course teacher	<b>Dražen Derado, Ph.D.</b> <b>Vladimir Šimić, Ph.D.</b>	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	elective	Percentage of application of e-learning	30%			
COURSE DESCRIPTION						
Course objectives	The aim of the course is to give theoretical knowledge and empirical evidence thus enabling students to: choose optimal business operation and mode of selling on international market, improve negotiations and success in realization of an international business, select an optimal instrument in international payments, and minimize risk in performing standard operations in international business.					
Course enrolment requirements and entry competences required for the course	<ul style="list-style-type: none"> <li>• <b>Course enrolment requirements:</b> regulated by the Statute of the Faculty of Economics, and the Regulation on study and studying.</li> <li>• <b>Entry competences</b> include computer skills (program package <i>Microsoft Office</i>) and English language proficiency.</li> </ul>					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p><b>LEARNING OUTCOME FOR THE COURSE:</b> to find out ways of successful realization of international business through optimal choice of methods, sources of information and specific procedures aiming at minimizing operational risk and maximizing positive business outcome (level 7).</p> <p><b>INDIVIDUAL LEARNING OUTCOMES:</b></p> <ol style="list-style-type: none"> <li>1. to justify an optimal choice of mode of selling and entering foreign market (level 7).</li> <li>2. to critically evaluate choice of international commercial terms and the rules on doing international business in the EU (level 7).</li> <li>3. to conduct price policy by means of price calculus in foreign trade (level 6/7).</li> <li>4. to choose an optimal instrument of international payments (level 7).</li> <li>5. to evaluate different modalities of foreign trade (level 7).</li> </ol>					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises			
	Topic	Hours	Topic	Hours		
	International trade theories	2	Introduction to the course. Outline of the course requirements.	2		
	International mobility of production factors – FDI and MNE – and global markets	2	Curriculum revision. Student presentations.	2		
	Company's internal organization and internationalization strategy	2	Curriculum revision. Student presentations.	2		
	Export strategy	2	Curriculum revision. Student presentations.	2		

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	Global production and international sourcing	2	Curriculum revision. Student presentations.	2		
	The role of exchange rate in international business	2	Curriculum revision. Student presentations.	2		
	Price calculus in foreign trade	2	Curriculum revision. Student presentations.	2		
	The impact of government intervention on international business	2	Curriculum revision. Student presentations.	2		
	Business opportunities through international economic integration	2	Curriculum revision. Student presentations.	2		
	Exports and imports – from plan to realization	2	Curriculum revision. Student presentations.	2		
	Countertrade	2	Curriculum revision. Student presentations.	2		
	International collaborative ventures	2	Curriculum revision. Student presentations.	2		
	International contractual relations	2	Curriculum revision. Student presentations.	2		
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input checked="" type="checkbox"/> other: guest lectures			
Student responsibilities	<ul style="list-style-type: none"> <li>regular class attendance (min. 70% of lectures and min. 70% of seminars).</li> </ul>					
Screening student work ( <i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i> )	Class attendance	1	Research		Practical training	
	Experimental work		Report		Quiz	
	Essay		Seminar essay	1		
	Tests	3*	Oral exam			
	Written exam	3	Project			
Grading and evaluating student work in class and at the final exam	<p>* Passing two progress tests can replace the written exam.</p> <ul style="list-style-type: none"> <li><b>PRE-TERM EXAM:</b> includes passing two progress tests; final mark is calculated as a simple average of the success on two progress tests (each carrying 50% of the final grade) according to the following distribution of points:            0-49 points: insufficient (1),            50-64 points: sufficient (2),            65-79 points: good (3),            80-89 points: very good (4),            90-100 points: excellent (5).</li> </ul>					

	<ul style="list-style-type: none"> <li><b>EXAM:</b> positively graded written exam entail passing the course.</li> </ul> <p><b>All tests (progress tests and final exams) can be carried out in written and/or oral form, either in physical or virtual environment.</b></p>		
Required literature (available in the library and via other media)	<b>Title</b>	<b>Number of copies in the library</b>	<b>Availability via other media</b>
	Daniels, J. D., Radebaugh, L., H., Sullivan, D. P., (2022), <i>International Business</i> (17 <sup>th</sup> ed.), London: Pearson.		
	Cavusgil, S. T., Knight, G., Riesenberger, J. R., (2020), <i>International Business - The New Realities</i> (5th ed.), London: Pearson.		
	Derado, D., (2022), authorized lecture materials.	-	Intranet EFST ( <a href="http://www.efst.hr">www.efst.hr</a> )
Optional literature (at the time of submission of study programme proposal)	<p><b>Books:</b></p> <ol style="list-style-type: none"> <li>Nachum, L., Uramoto, Y., (2021), <i>The Contest for Value in Global Value Chains</i>, Cheltenham: Edward Elgar.</li> <li>Humphrey, J., (2019), <i>Global Value Chains</i>, Cheltenham: Edward Elgar.</li> <li>Jager, H., Japma, C. (2011), <i>Introduction to International Economics</i> (2nd ed.), Basingstoke: Palgrave Macmillan</li> <li>International Chamber of Commerce, (2010.), <i>Incoterms® 2010 - ICC rules for the Use of Domestic and International Trade Terms</i>, Paris: ICC Services Publications.</li> </ol> <p><b>Scientific papers:</b></p> <ol style="list-style-type: none"> <li>Maškarin Ribarić, H., Derado, D., Čikeš V., (2018), International Comparison of Productivity in manufacturing and Services with Reference to Sickness Leaves, 7th International Scientific Symposium 'Economy of Eastern Croatia - Vision and Growth', Osijek: Ekonomski fakultet, pp. 346-359.</li> </ol> <p><b>Other publications:</b></p> <ol style="list-style-type: none"> <li>International Chamber of Commerce Digital Library (<a href="http://library.iccwbo.org/clp.htm?">http://library.iccwbo.org/clp.htm?</a>).</li> </ol> <p><b>Web-sources:</b></p> <ol style="list-style-type: none"> <li>Croatian Bureau of Statistics (<a href="https://www.dzs.hr/default_e.htm">https://www.dzs.hr/default_e.htm</a>).</li> <li>Croatian Chamber of Commerce (<a href="https://www.hgk.hr/">https://www.hgk.hr/</a>).</li> <li>European Union - Import and Export web-page (<a href="https://europa.eu/european-union/life-business_en">https://europa.eu/european-union/life-business_en</a>).</li> </ol>		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>Monitoring of class attendance and success in realization of students' duties (teacher).</li> <li>Supervision of lecture progress (Vice-Dean for Education).</li> <li>Analysis of success rate per core subjects (mandatory and elective) throughout the study programme (Vice-Dean for Education).</li> <li>Students' Survey (University of Split, Centre for Quality Improvement).</li> <li>Exams ascertain the realization of the learning outcomes per course. Exam content is regularly checked (Vice-Dean for Education).</li> </ul>		

Other (as the  
proposer wishes to  
add)

Lectures are held in English language.