

## Tárgytematika / Course Description

### International Business Management

ALIFVC9016

**Tárgyfelelős neve /**

**Teacher's name:** Charomar Joao Ant3nio

**F3l3v / Semester:** 2017/18/2

**Besz3mol3si forma /**

**Assesment:** Folyamatos sz3monk3r3s

**T3rgy heti 3rasz3ma /**

**Teaching hours(week):** 0/0/0

**T3rgy f3l3ves 3rasz3ma /**

**Teaching hours(sem.):** 0/6/0

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### OKTAT3S C3LJA / AIM OF THE COURSE

Students will learn key international business concepts and theories that will enable them understand practical issues of international business. They will also learn how to identify global opportunities and challenges faced by businesses in international environments.

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### TANT3RGY TARTALMA / DESCRIPTION

Among others the contents of the course are as follows:

- The concept of international business. The primary reasons that make companies engage in international business,
- The concept of globalisation. Methods of globalisation,
- The concept of Foreign Direct Investment (FDI). How social factors may affect FDI,
- How inflation affects international business,
- General characteristics of a country that managers should consider when analysing an economic environment. The specific indicators that help managers measure the economic development, performance and potential of a country.
- The free trade theories of absolute advantage and competitive advantage
- How interest rates affect international businesses
- Relevant marketing considerations in international business

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### SZ3MONK3R3SI 3S 3RT3KEL3SI RENDSZERE / ASSESMENT'S METHOD

#### Requirements:

Students attending this course should have at least pre-intermediate level knowledge of English language and be able to communicate verbally and in writing.

**Assessment:**

At the end of the course students will be expected to present a company of their choice which is engaged in international business.

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**KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

Material covered in lectures, handouts, and recommended literature

Lecturer: Joao António Charomar