

Tárgytematika / Course Description International Business Economics

KGNM_NETA036

Tárgyfelelős neve /

Teacher's name: dr. Remsei Sándor

Félév / Semester: 2023/24/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/0/0

Tárgy féléves óraszám /

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

OKTATÁS CÉLJA / AIM OF THE COURSE

The main objectives of teaching international business knowledge are to provide knowledge about the economic environment of international business transactions the types of transactions, the most important rules of their preparation, conclusion, and execution, and the actions of the parties.

TANTÁRGY TARTALMA / DESCRIPTION

Week 1 Opening lecture. Types and Characteristics of International Transactions. International Economic Relations and Foreign Trade.

Week 2 Economic Background of International Business

Week 3 International Trade and Business Organizations 1. (GATT-WTO)

Week 4 International Trade and Business Organizations 2. (IMF, World Bank)

Week 5 Trade and Business Cooperation (EU, AU, NAFTA, BRICS, ASEAN, WEF etc.)

Week 6 Multinational Companies

Week 7 **Test 1**

Week 8 International business in practice 1. Participants and Transaction Types. International Business and Personal Relationships. Cultural Differences, Business Ethics.

Week 9 International business in practice 2. Documents and Securities in International business.

Week 10 International business in practice 3. Payment Instruments and Methods. The Role of Documents and Banks in the Execution of Payment.

Week 11 International business in practice 4. International customs - unification of law. Sample Contracts and INCOTERMS. The Process of Calculation of Buying and Selling Prices.

Week 12. International business in practice 5. Transportation, Transport Documents. Insurance and Liability.

Week 13 International business in practice 6. Preparation and Implementation of International Business Transactions. Preparation, Contracting, Execution. The Conclusion and Conditions of the Foreign Trade Contract.

Week 14 Test 2

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Participation requirement: According to the Study and Examination Regulations

Assessment & Grading:

The subject is taught asynchronously, the essence of which is that the students attend a lecture to aid in understanding the main concepts in the framework of one contact lesson per week, and then study the course material independently by processing the video materials and written preparatory materials found on the Moodle interface.

The condition for signing the term and accepting the students' work is if the independent presentation work is completed.

During the semester, an offered grade can be obtained by the presentation and writing the test(s) (electronically) at the time designated by the professor.

Students who do not obtain the offered grade can obtain a grade by writing an exam test (electronically) during the exam period.

The assessment is based on the parts of the compulsory literature assigned and agreed upon during the lectures, the course material in the Moodle system, and the material of the lessons.

Grading

Insufficient (below 50%): The student is not aware of the basic terminology and literature knowledge. An insufficient mark is awarded if the student uses a non-permitted aid when writing the tests.

Adequate (50%-62%): The student is only aware of the most basic terminology and the elementary content of the most basic theories, but is unable to apply them and draw conclusions from them.

Medium (63%-75%): With a little help and guidance, the student can reproduce all the essential content, knows the literature and the material of the lectures in sufficient detail, but can hardly use his/her knowledge independently and creatively.

Good (76%-88%): The student is able to explain the subject knowledge with minor shortcomings and errors in a concise, to-the-point manner, deviating from all, important details. The student knows the literature, the material of the lectures, and the terminology well.

Excellent (over 89%): The student is able to apply creative theoretical knowledge, has convincing subject knowledge, confidently and accurately interprets the literature and the lecture material, knows the terminology well, and is able to summarize the knowledge related to the questions based on an independent concept.

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading:

Moodle learning materials

Charles W. L. Hill-G. Tomas M. Hult: *International Business: Competing in the Global Marketplace*

ISBN: 978-1259578113

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL

Recommended reading:

<https://www.economist.com>

<https://www.theglobalist.com>

www.imf.org

