UNIVERSITY OF NATIONAL AND WORLD ECONOMY

Adopted by the Faculty Council Decision of Faculty of …… protocol № ….. / ……

Approved by:

Dean – Assoc. Prof. Svetla Boneva, PhD

COURSE SYLLABUS

Course	***Theoretical and Practical Dimensions of International Business***
Educational and Scientific Degree	***PhD***
Course Category	***Optional (block B)***
Area of Study	***3. Social, Economic and Law Sciences***
Field of Study	***3.8. Economics***
PhD Programme	***World Economy and International Economic Relations***
Faculty	***International Economics and Politics***
Department	***International Economic Relations and Business***
Academic Hours	**0**
Extracurricular Academic Hours	**250 h**
Credits	**10 ECTS**
Lecturer	***Assoc. Prof. Dobroslav Mollov, PhD***

1. COURSE DESCRIPTION

The course "Theoretical and Practical Dimensions of International Business" presents various aspects of the participation of companies and organizations in foreign markets. The classical and modern theories of international trade and investment, which form the basis of modern international business, are studied, with an emphasis on theories of international competitiveness. The factors and risks from the international business environment, which have a direct and indirect impact on the foreign activities of private and public sector organizations, as well as the rich palette of tools for analysis of the business environment internationally, are presented. The objects of international business – international business operations with their economic, managerial and legal characteristics are studied. The latest aspects of the development of international business are discussed – sustainability and digital business.

2. CONTENT

№	TOPIC
1.	***INTERNATIONAL BUSINEES – THEOREICAL FRAMEWORK*** • *Classical and modern theories of international trade and investment. Modern theories of the competitive advantages of products, companies and nations. Comparative analysis and practical application of the theories.*
2.	***DRIVING FORCES OF INTERNATIONAL BUSINESS*** • *Internationalization, globalization and regionalization. Effects on international business. Economic integration and international business. European dimensions of international business.*
3.	***INTERNATIONAL BUSINESS ENVIRONMENT – FACTORS AND RISKS*** • *Essence and classification of the factors and risks in international business environment. Methods and tools for analysis – practical application.*
4.	***POLITICAL AND LEGAL FACTORS IN INTERNATIONAL BUSINESS*** • *Political and legal systems – essence and comparative analysis. Political risk - essence, dimensions, impact on international business and mitigation approaches. State regulation of international business. Geopolitical aspects of international business.*
5.	***CULTURE AND INTERNATIONAL BUSINESS*** • *Culture and intercultural differences - essence, levels, dimensions, influence on international business. Models for analysis of intercultural differences - essence, comparative analysis and practical application. Intercultural negotiations.*
6.	***NEW TECHNOLOGIES, INDUSTRY 4.0, AND INTERNATIONAL BUSINESS*** • *The four industrial revolutions and their impact on international business. Technologies from Industry 4.0 and their application in international business. Digital business – essence and dimensions.*

7.	***SUSTAINABILITY AND ETHICAL ASPECTS OF INTERNATIONAL BUSINESS*** • *International business and sustainability – projects and initiatives. Circular economy and international business. Ethical aspects of international business.*
8.	***INTERNATIONAL SALE OF GOODS*** • *International sale of goods: essence, characteristics, advantages and risks for the parties. Intermediaries, re-export and countertrade. International Leasing. Transactions on international organized markets. Practical examples and case studies.*
9.	***COMPLEX FORMS OF INTERNATIONAL BUSINESS*** • *International strategic alliances and partnerships. Production cooperation and offshore outsourcing. International knowledge transfer. Joint ventures and consortia. International engineering and international investment projects. Public-private partnership in international business. Practical examples and case studies.*
10.	***GLOBAL SUPPLY CHAINS*** • *Essence of global supply chains and their management. Customer value. Strategies for global supply chains. Global supply, production and distribution. International logistics. Sustainable aspects of global supply chains. Circular supply chains. Short supply chains. Strategic cooperation in global supply chains and participation of small and medium enterprises. Security and risk management in global supply chains. Practical examples and case studies.*
11.	**INTERNATIONAL BUSINESS AND REGION-SPECIFIC PRACTICES** • *Specifics of international business in different regions of the world: Europe; North America; Caribbean; South America; Russia; East Asia; Southeast Asia; South Asia; Central Asia; Middle East and North Africa; Sub-Saharan Africa; Australia and Oceania. Comparative analysis.*

3. INDIVIDUAL COURCE PREPARATION

In order to achieve the goals of the course, the PhD student must perform the planned amount of individual work, including:

- *The PhD student studies sources of information on a selected topic and prepares a bibliography;*
- *The PhD student consults the lecturer of the discipline, their supervisor and other specialists in the respective field;*
- *The PhD student prepares an individual paper on one of the above topics, and presents it on the day of the exam. The paper should be at least 20 pages long, with a detailed bibliography, subject, goals and objectives, main thesis and research methodology, presentation of theory and practice, own analysis, summaries and conclusions.*

4. ASSESSMENT

The assessment is based on the text of the individual paper, its presentation to the examination board and the discussion with the doctoral student on the topic. The final grade is

based on a six-point scale, in which the lowest grade for successful completion of the course is Good (4). Converted to the ECTS grading scale, the grades are as follows:

Excellent /6/	*Very Good /5/*	*Good /4/*	*Average /3/*		*Poor /2/*	
A	***B***	***C***	***D***	***E***	***FX***	***F***
The corresponding number of ECTS credit points is being allocated (10 credits are awarded)			*No ECTS credit points are being allocated*			

The exam will be held in offline mode for the full-time PhD students, unless stated otherwise in a Rector's order. For the part-time PhD students and for those taking independent study courses the exam can be held in online mode.

5. DOCTORAL ACTIVITIES

Type of classes/employment	**Lectures**	**Extracurricular Activity**	**Total**
1. *Individual consultations, tutorials*	0	50	**50**
2. Study of specialized literature	0	50	**50**
3. Preparation of individual assignment	0	100	**100**
4. Individual study/preparation for exam	0	50	**50**
Total	0	250	**250**

6. LITERATURE

A. BASIC

1. Lozanov O. (2015). *Business Abroad: Methods and Forms in the Practice of the Modern Company* . Avangard Prima, Sofia.
2. Karakasheva L. (2009). *International Business: Part I.* Prizma Publishing House, Sofia.
3. Karakasheva L. (2011) *International Business: Part II* . Prizma Publishing House, Sofia.
4. Daneshka A. *Intercultural Communication in International Business* . Publishing Complex – UNWE. Sofia, 2016.
5. Mollov D. *Global Supply Chains – Concepts and Strategies.* Second revised and supplemented edition . Publishing Complex – UNWE. Sofia, 2017.

B. ADDITIONAL

1. Boeva B. (2014). *Management in the conditions of internationalization and globalization (Global Management).* Publishing Complex – UNWE, Sofia.
2. Boeva B. (2018). *Capital, melting ice and 2°C: corporate governance and sustainable development.* East-West, Sofia.
3. Karakasheva L. (2011). *International Investment Projects.* Prizma Publishing House, Sofia.

4. Mollov D. (2022). *Introduction to Supply Chain Management.* Publishing Complex – UNWE, Sofia.
5. Mollov D., Zhivkova S., Dimitrov I. (2023). *International Business and Sustainable Practices.* Publishing Complex – UNWE, Sofia.
6. Cavusgil S., Knight G., Riesenberger J. (2019). *International Business: The New Realities. 5 th edition.* Pearson Education.
7. Daniels J., Radebaugh L., Sullivan D., Click R. (2021). *International Business: Environments & Operations. 17 th edition.* Pearson Education.
8. Hamilton L., Webster P. (2018). *The International Business Environment. 4 th edition.* Oxford University Press.

The course syllabus is approved by the Department Council of „IER and Business" on …….. (Record № ……).

Lecturer *Assoc. Prof. Dobroslav Mollov, Phd*

Head of Department *Assoc. Prof. Vasil Petkov, PhD*