

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF „MANAGEMENT“
DEPARTMENT „MARKETING“

ACCEPTED BY:

Rector:

(Prof. Plamen Iliev, PhD)

SYLLABUS

SUBJECT: “INTERNATIONAL BUSINESS STUDY TRIP”;

DEGREE PROGRAMME: „International Business“; BACHELOR`S DEGREE

YEAR OF STUDY: 4; SEMESTER: 8;

TOTAL STUDENT WORKLOAD: 150 h.; incl. curricular 75 h.

CREDITS: 5

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	45	3
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	75	-

Prepared by:

1.
(Prof. Evgeni Stanimirov, PhD)

2.
(Sen. Assist. Prof. Vladimir Zhechev, PhD)

Head of department:
„Marketing“ (Prof. Evgeni Stanimirov, PhD)

I. ANNOTATION

The International Business Study trip is designed to give students additional exposure to international business, particularly in companies with relevance to the interests and career prospects of every current class. Participants can decide which topics they want to focus on and the type of organization they wish to visit, to ensure the trip is pertinent to everyone. The subject covers business-oriented visits to international company, presentation of internationalization strategies including why and how firms internationalize. The class meets local business leaders and government officials, and visits leading domestic and international organizations to understand at first hand the varied responses to market changes. They are also given the opportunity to submit proposals for real-life business challenges.

Along the way, everyone in the International Business program class explores complex issues in establishments of different nature and gains new insights through lectures, in-class discussions, and visits to local businesses and historic sites. UE-Varna students do not only learn about new business challenges and cultures, but also can positively affect them through real-life problem-solving exercises.

The International Business Study trip helps students gain the following skills and competencies:

- Develop awareness and realize the importance and benefits of a global perspective by participating in cultural activities, seminars delivered by international corporations;
- Leadership skills;
- Collaborating with international organizations, exchanging ideas and establishing a network for mutual learning.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Topic 1 – Introduction to the host organization		10	5	
1.1.	History, mission, objectives			
1.2.	Organizational structure, leadership and corporate culture			
1.3.	Markets on which the company operates			
Topic 2 – Current challenges		7	5	
2.1.	Marketing challenges			
2.2.	Other international business challenges			
Topic 3 – International market environment		5	5	
3.1.	Competitive landscape			
3.2.	External environment			
Topic 4 – Internationalization strategies		6	5	
4.1.	Approaches for entering new markets			
4.2.	Strategies for internationalization			
Topic 5 – Strategy design and implementation		7	5	
5.1.	Elements of international strategies			
5.2.	Integrating the key strategy elements			
5.3.	Budgeting and implementation			
Topic 6 – Real-life problem solving seminar		10	5	
6.1.	Introduction			
6.2.	Objective(s) setting			
6.3.	Proposal submission and discussion			

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Practical assignment	2	50
	Total midterm control:	2	50
2.	Final term control		
2.1.	Exam (print out of the business solution proposal)	1	25
	Total final term control:	1	25
	Total for all types of control:	3	75

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Hollensen, Svend. *Global marketing: A decision-oriented approach*. Pearson education, 2007.
2. Sahlman, William Andrews. *How to write a great business plan*. Harvard Business Press, 2008.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Станимиров, Е., Жечев, В. *Маркетинг на бизнес организациите*. Наука и икономика. ИУ-Варна, 2015.