

Course Title: International Business Operations		
Lecturer: Srđan Redžepagić		
Course status: Elective, Fourth Semester		
ECTS:12		
Requirements:		
Course aims:		
This course is intended to answer the doctoral students' questions on whether there is a European dimension of international business operations. By studying the historical development of business operations in Europe and in the world, the students will be able to carry out comparisons with their development in the USA.		
Course outcome		
Familiarization with the specificities of international business, especially in comparison with USA, as well as other developed non-European countries. Studying the system of management and the ways of functioning of international business operations.		
Course contents		
This course is intended to answer the doctoral students' questions on whether there is a European dimension of international business operations. By studying the historical development of business operations in Europe and in the world, the students will be able to carry out comparisons with their development in the USA. Also, attention will be given to theories of international commerce and foreign direct investments, to the economic framework for international business operations and to the system of managing international business operations. There will be a special focus on the European aspect of managing human resources, European management, European dimension in the operations of multinational companies, as well as to the European emerging markets.		
<ol style="list-style-type: none"> 1. Dilemma – is there a European dimension in international business operations 2. Historical development of business operations in Europe 3. Comparison with business development in USA 4. Theories of international commerce and direct foreign investments 5. System of management of international business operations 6. Economic framework for international business operations 7. Impact of cultural diversity on international business operations 8. Strategies and functioning of international business operations 9. Economic integrations 10. European dimension in the management of human resources 11. European management 12. European dimension of international business operations 13. European emerging markets 14. Future development perspective of the international and European business 		
Recommended Literature:		
<ol style="list-style-type: none"> 1. Yelford, Richard; Prescott, Kate; Mercado, Simon (2000): <i>European Business</i> (4th edition), FT Prentice Hall 2. Hughes, Michael; Taggart, James (2001): <i>International Business: European dimensions</i>, Palgrave Macmillan 3. Czinkota, Michael R.; Ronkainen, Ikka A.; Moffett, Michael H. (1996): <i>International Business</i> (4th edition), The Dryden Press 		
Workload per week:	Lectures: 4	Study research: 6
Teaching methods: Theoretical presentation, real-life examples analysis, discussion, problem solving		
Knowledge assessment: Scientific research paper – 40, Oral exam – 60		