



INTRODUCTION TO INTERNATIONAL BUSINESS

Basic data of the subject	
Academic Unit:	Faculty of Life and Environmental Sciences
Course title:	Introduction to international usiness
Study program:	Agribusiness
Level of study:	Bachelor (BSc)
Course status:	Elective (E)
Study year:	3 year / 5 semester
Number of hours per week:	2 + 2
Credit value – ECTS:	6 ECTS
Time/location:	To be announced
Lecturer:	Prof. Asoc. Dr. Kushtrim Braha
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Course description:	<p>This course examines a wide range of international business problems. Initially, the course deals with issues related to the understanding some of the notions related to international business. The second section deals with issues concerning the rules and conditions under which international business can be conducted, which determine the international economic institutions and components of the international business environment. The third section deals with the different types of business operations as well as other actions needed to carry them out. Finally, the course deals with financial issues related to international trade, such as financing of the international trade, payment terms, payment instruments and guarantees.</p>
Course objectives:	<p>This course aims to provide students with theoretical and practical knowledge on the conditions under which international business activities take place, as well as to train them for their practical application. Also, this course provides students with knowledge on international payment instruments, as well as the identification of risks in international business operations and the implementation of risk hedging measures.</p>
Learning outcomes:	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ▪ Understand the content of different notions in the field of international business, ▪ Know the conditions under which international business activities are developed, ▪ Analyze the types of international business operations, ▪ Select and implement various international business operations, ▪ Evaluate the risks to which businesses are exposed during the implementation of international business operations, ▪ Identify and implement adequate risk hedging measures. ▪ Implement various international payment instruments.



Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	13	26
Exercise theoretical/laboratory	2	13	26
Practice work	/	/	/
Contact with lecturer/consultations	1	15	15
Field exercises	/	/	/
Mid-terms, seminars	4	2	8
Homework	1	9	9
Individual time spent studying (at the library or home)	2	15	30
Final preparation for the exam	2	15	30
Time spent in evaluation (tests, quiz, final exam)	2	2	4
Projects, presentations, etc.	2	1	2
Total			150 hours (6 ECTS)
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.		
Evaluation methods:	<ul style="list-style-type: none"> ▪ Regular and active attendance: 10%, ▪ Midterm exam: 20%, ▪ Course project: 10%, ▪ Final exam: 60%. 		
Literature			
Basic Literature:	<p>Kukaj, H. (2017) Biznesi ndërkombëtar. Universiteti “Ukshin Hoti”, Prizren.</p> <p>Hill, C.W. & Hult, T.G. (2017) Biznesi ndërkombëtar. McGraw-Hill Education, (botimi në gjuhën shqipe u realizua nga Fondacioni Shqiptaro-Amerikan për zhvillim, AADF)</p>		
Additional Literature:	<p>Kristo, I. (2007) Biznesi Ndërkombëtar. PEGI, Tiranë.</p> <p>Schaffer, R., Agusti, F., & Dhooge, L. J. (2017) International business law and its environment. Cengage Learning.</p> <p>Hill, C.W. (2022) International Business: Competing in the Global Marketplace. McGraw-Hill, New York.</p> <p>Daniels D.J., Radebaugh H.L. & Sullivan, D.P. (2021) International Business: Environments and Operations. Pearson, Prentice Hall, New Jersey.</p>		



Designed study plan:		
Week	Lectures	Exercises
<i>First week:</i>	Introduction to international business (Understanding of the key notions, Definition of international business, Alternatives of involvement in international business, Trends and factors influencing the growth of international business)	Distribution of the semestral project topics.
<i>Second week:</i>	Globalization (Meaning of the term globalization, Main drivers of globalization, Changing nature of the global economy, Main arguments in the debate over the impact of globalization, How the process of globalization is creating opportunities and challenges for management practice)	Quizzes and case studies related to the topic of the first week lecture.
<i>Third week:</i>	Theories and policies of foreign trade and foreign direct investment (Mercantilism, Classical theories, Theory of absolute advantage, Theory of comparative advantage, Theory of ownership of factors of production (Hecsher-Ohlin), Contemporary theories of international trade, Theory of economies of scale, Theories of foreign direct investments)	Quizzes and case studies related to the topic of the second week lecture.
<i>Fourth week:</i>	International economic institutions in the function of international business (World Trade Organization (WTO), WTO Agreements System, General Agreement on Tariffs and Trade, General Agreement on Trade in Services, Agreement on Trade-Related Aspects of Intellectual Property Rights, Doha Round, World Customs Organization, International Chamber of Commerce)	Quizzes and case studies related to the topic of the third week lecture.
<i>Fifth week:</i>	Regional economic integration (Levels of regional economic integrations, Free Trade Area, Customs Union, Common Market, Economic and Monetary Union, Political Union, Some of the most important regional economic integrations in the world, Regional economic integrations and international business)	Quizzes and case studies related to the topic of the fourth week lecture.
<i>Sixth week:</i>	International business environment (Political environment, Economic environment, Legal environment, Cultural environment, Rules of conduct of businessmen of different countries)	Quizzes and case studies related to the topic of the fifth week lecture.
<i>Seventh week:</i>	Specialized international markets (International fairs, Stock exchanges, Auctions, Types of auctions, English bidding auctions, Dutch bidding auctions, Written and	Quizzes and case studies related to the topic of the sixth week lecture.



	sealed bid auctions, Electronic bid auctions, Bidding preparation and procedure in auction)	
<i>Eighth week:</i>	Midterm exam I	Quizzes and case studies related to the topic of the seventh week lecture.
<i>Ninth week:</i>	International business operations I (Classic trade operations - Export and Import, Intermediaries in international trade, Countertrade operations, International barter arrangement, Offset trade, Counter purchase, Offset agreement, Clearing arrangement, Offset programs, Advanced forms of trade operations, Licensing, Franchising)	Quizzes and case studies related to the topic of the eighth week lecture.
<i>Tenth week:</i>	International business operations II (Leasing, In-house processing, Assembly production abroad, Long-term production and technical cooperation, Contract management, Cooperation in project implementation, International engineering, Foreign investment operations, Reasons why multinational corporations make FDI decisions, Effects of FDI in the host country and in the home country, FDI protection and assurance, FDI trends)	Quizzes and case studies related to the topic of the ninth week lecture.
<i>Eleventh week:</i>	Required documents in international trade (Invoices, List of goods, Packing list, Storage slip, Certificates of goods, Transporting documents, Bill of lading for international road transport, Bill of lading for international rail transport, Air waybill, Sea waybill, International shipping certificates, Summary declaration, Customs value declaration, Unique customs document, TIR carnet, ATA carnet)	Quizzes and case studies related to the topic of the tenth week lecture.
<i>Twelfth week:</i>	Customs procedures (Customs procedure of regular import, Customs procedure of export, Customs procedure of transit, Customs procedures with economic impact, Customs warehousing procedure, Customs warehouses, Customs warehousing procedure, Internal processing procedure, Processing procedure under customs control, Procedure of temporary import, External processing procedure)	Quizzes and case studies related to the topic of the eleventh week lecture.
<i>Thirteenth week:</i>	Formalization of international trade operations (Sales contract in international trade in goods, Prices in international trade and their calculation, International trade terms, Risks in international trade in goods, Forwarding and forwarders)	Quizzes and case studies related to the topic of the twelfth week lecture.



Fourteenth week:	International trade finance and payment instruments (Crediting of export and import operations, Factoring, Forfeiting, Terms of payment in international trade, Consignment, Open account, Documentary collection, International documentary letter of credit, Prepayment, Payment instruments in international trade, International payment order, International documentary letter of credit, Subjects participation in a payment by International Documentary Letter of Credit, L/C Documents, Types of International Documentary Letter of Credit, L/C Payment Procedure, Documentary Collection, Bill of Exchange in International Payments, Guarantees in International Trade)	Quizzes and case studies related to the topic of the thirteenth week lecture.
Fifteenth week:	Final exam II	Presentation of the semester projects.
Academic policies and rules of conduct:		
<ul style="list-style-type: none"> ▪ Student should be aware of and respect the institution and Code of ethics. ▪ Student should respect the schedule of lectures, exercises and be attentive. ▪ It is mandatory possess and present student ID card in the mid-terms and exam, ▪ During compilation of course projects, student must adhere the instructions given by the professor. ▪ During the exam is forbidden the use of mobile phones. 		