



# LITHUANIA BUSINESS COLLEGE

## DESCRIPTION OF STUDY MODULE (FOR ERASMUS+ STUDENTS)

### INTERNATIONAL BUSINESS

<b>Volume of subject</b>	<b>6.0 ECTS</b>
<b>Lecturer in charge</b>	assoc. prof. dr. Izolda Skruibyte
<b>Annotation</b>	<p>The dynamic international economic and political environment requires constant business analysis. The aim of the course is to introduce students to the international economic environment and develop their knowledge of international business opportunities. The course also aims to provide students with knowledge of classical and new international business models, business strategies and their implementation. The course analyses business risks and their mitigation options.</p> <p>After the course students:</p> <ul style="list-style-type: none"> <li>➤ will be able to understand the main concepts of international business and interpret business information.</li> <li>➤ will be able to analyse and evaluate international business strategies and choose the right strategy for developing a specific business.</li> <li>➤ will be able to analyse international business performance and evaluate the main risks of doing international business in the context of global economy.</li> <li>➤ will be able to describe the main advantages and disadvantages of Franchise business model.</li> <li>➤ Will be able to express thoughts fluently and convincingly in both written and spoken forms, to communicate on international business issues.</li> </ul>
<b>Topics</b>	<ul style="list-style-type: none"> <li>• The object of international economics and international business. Opportunities for setting up an international business.</li> <li>• Presumptions for international trade. The benefit from international trade and its distribution among countries.</li> <li>• Balanced business planning and international business strategies. Essential factors for successful business development in an international context.</li> <li>• The role of international corporations in the global economy. Advantages and disadvantages of the global economy.</li> <li>• Risks of doing International Business. Risks mitigation methods.</li> <li>• Classical and modern theories of international trade. International business models. Franchise. Franchise business model.</li> </ul>
<b>Procedure for assessment of knowledge and competences</b>	<ul style="list-style-type: none"> <li>✓ 10 percent – control work No 1;</li> <li>✓ 10 percent – control work No 2;</li> <li>✓ 20 percent – independent homework and its presentation;</li> <li>✓ 60 percent – final exam.</li> </ul>