



BA 361

INTERNATIONAL BUSINESS-REGIONAL PRACTICES

Approved: Minutes No18 of 25.09.2024

Lecturer: Prof. Milen Baltov, PhD

ANNOTATION

The conditions for the development of modern business activities increasingly show the possibility and necessity of establishing and maintaining market positions abroad. Increasing production, diversifying the offered products, intensifying competition, and other factors necessitate the expansion of markets beyond national borders, and for powerful companies, even into the global market. Globalization and, in particular, the regionalization of markets involve prolonged economic integration and growing interdependence between countries. This necessitates studying the essence, characteristics, and conditions for the development of foreign economic activities in different regions of the world as a prerequisite for the successful development of modern companies.

MAIN OBJECTIVES AND LEARNING OUTCOMES

The aim of the course is to practically acquaint students with the specifics of conducting business in different regions of the world, taking into account economic, political, cultural, religious, technological, and other factors of the business environment. The main task of “International Business – Regional Practices” is to present to students the basic knowledge and best practices for conducting international business operations in various regions and countries around the world.

The course will provide basic knowledge on:

- Pre-contract preparation and conclusion of deals, considering regional differences;
- Types of intermediaries and assisting organizations and their characteristics in different regions of the world;
- Specifics of conducting international business in different regions of the world.
- The course ensures skills for:
 - Effective preparation, conclusion, and execution of various types of deals in all regions of the world;
 - Coping with the challenges of the international business environment;
 - Maximizing the company’s results and ensuring its long-term success abroad.

The course “International Business – Regional Practices” offers a balanced combination of academic requirements and professional qualifications that meet international standards in the field of international business. The goal is for students to become familiar with best practices, integrate knowledge from other disciplines, and solve problems “on the spot” through specific real-world business cases.

PREREQUISITES

Students should have a background provided by their bachelor’s degree education, particularly in the areas of international business operations and international marketing.

STATUS AND STRUCTURE

Module	Status	Credits	Full time/Distance Learning				Part time			
			L	S	P	Total	L	S	P	Total
International Business and Management (in English)	Elective	6	30	30		30			30	

COURSE CONTENT

- Topic 1: The Essence of International Business
- Topic 2: Globalization of Markets and Internationalization of the Firm
- Topic 3: Factors of the International Business Environment. Regional Aspects.
- Topic 4: Participants in International Business. Regional Differences.
- Topic 5: Regional Specifics in Conducting International Business Operations.
- Topic 6: Doing Business in Selected Regions of the World: Europe
- Topic 7: Doing Business in Selected Regions of the World: Russia
- Topic 8: Doing Business in Selected Regions of the World: USA
- Topic 9: Doing Business in Selected Regions of the World: Balkan Peninsula Countries
- Topic 10: Doing Business in Selected Regions of the World: Asia
- Topic 11. Doing Business in Selected Regions of the World: Africa
- Topic 12. Doing Business in Selected Regions of the World: Persian Gulf countries
- Topic 13: Doing Business in Selected Regions of the World: North Africa countries
- Topic 14: Doing Business in Selected Regions of the World: Latin America
- Topic 15: Doing Business in Selected Regions of the World: Australia

PLANNED LEARNING ACTIVITIES AND METHODS OF INSTRUCTION

Full-text lectures, presentations, case studies, problems.

ASSESSMENT METHODS

The final grade for the course is based on: the development and defense of a coursework project, the development and defense of an individual assignment, classroom work, and an exam test that includes open-ended questions.

CORE READING LIST

1. Vassileva, A. International Business. Stopanstvo Press, Sofia, 2011
2. Vassileva, A. International Business and Globalisation, Sofia, 2010.
3. Stoychev, I., M. Slavova, A. Vassileva, Z. Draganov, Global management and marketing, Stopnastvo Press, Sofia, 2008.

FURTHER READINGS

4. Ambos B., B.Schlegemilch, The New Role of Regional Management, Palgrave Macmillan London, 2010.
5. Becker T., Doing Business in the New Latin America: Keys to Profit in America's Next-Door Markets, Praeger, Westport, 2010
6. Liu T.Q., Confucianism and Marketing Practices in China, China Financial and Economic Publishing House, 2010.
7. Rugman A., S. Collinson, International Business, Ft Prenticehall London, 2012 World Bank, Doing Business 2012, World Bank, Washington, October 2011.
8. Harris P., McDonald F., European Business & Marketing, Sage Publications, London, 2004.
9. Krugman P., International Economics: Theory and Policy, Prentice Hall, London, 2011.



BA 361

INTERNATIONAL BUSINESS-REGIONAL PRACTICES

Lecturer: Prof. Milen Baltov, PhD

- Topic 1: The Essence of International Business
- Topic 2: Globalization of Markets and Internationalization of the Firm
- Topic 3: Factors of the International Business Environment. Regional Aspects.
- Topic 4: Participants in International Business. Regional Differences.
- Topic 5: Regional Specifics in Conducting International Business Operations.
- Topic 6: Doing Business in Selected Regions of the World: Europe
- Topic 7: Doing Business in Selected Regions of the World: Russia
- Topic 8: Doing Business in Selected Regions of the World: USA
- Topic 9: Doing Business in Selected Regions of the World: Balkan Peninsula Countries
- Topic 10: Doing Business in Selected Regions of the World: Asia
- Topic 11. Doing Business in Selected Regions of the World: Africa
- Topic 12. Doing Business in Selected Regions of the World: Persian Gulf countries
- Topic 13: Doing Business in Selected Regions of the World: North Africa countries
- Topic 14: Doing Business in Selected Regions of the World: Latin America
- Topic 15: Doing Business in Selected Regions of the World: Australia

CORE READING LIST

1. Vassileva, A. International Business. Stopanstvo Press, Sofia, 2011
2. Vassileva, A. International Business and Globalisation, Sofia, 2010.
3. Stoychev, I., M. Slavova, A. Vassileva, Z. Draganov, Global management and marketing, Stopanstvo Press, Sofia, 2008.

FURTHER READINGS

4. Ambos B., B.Schlegemilch, The New Role of Regional Management, Palgrave Macmillan London, 2010.
5. Becker T., Doing Business in the New Latin America: Keys to Profit in America's Next-Door Markets, Praeger, Westport, 2010
6. Liu T.Q., Confucianism and Marketing Practices in China, China Financial and Economic Publishing House, 2010.
7. Rugman A., S. Collinson, International Business, Ft Prenticehall London, 2012 World Bank, Doing Business 2012, World Bank, Washington, October 2011.
8. Harris P., McDonald F., European Business & Marketing, Sage Publications, London, 2004.
9. Krugman P., International Economics: Theory and Policy, Prentice Hall, London, 2011.