

INTERNATIONAL BUSINESS MANAGEMENT

Ing. Omar Ameir, Ph.D.

The subject characteristic

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- Consulting hours: Tuesday: 10:15 - 13:15.

The subject characteristic

- Requirements of the subject:
 - Credit:
 - tutorial attendance of 80 %;
 - credit test.
 - Exam:
 - the credit;
 - success at the oral exam.

Advising literature

- International Business

- A. M. Rugman;
- S. Collinson.

- International Economics

- Ch. Marrewijk.

Thematic plan of the subject

Introduction to international business management

1. Communication
2. Strategic analysis
3. Globalisation
4. Positioning and localisation
5. Specifics of trade
6. Entry to the foreign market
7. The specifics of human resource management
8. Foreign investments and foreign capital
9. Country of origin effect and product life cycle
10. International agreements and negotiation process
11. Research, development and innovation in business
12. Cultural aspects of business

1. Introduction to International Business Management

Why International business management???

- The rules for management of business economics are not limiting by national boarding.



- It is important to know the international specifics of management.



- The manager must be able to define the international environment using the tools of strategic analysis (ie. define the relevant indicators of the environment, and then analyze this defined indicators).

1. Introduction to International Business Management

- Why we had a subject International business management? Because the management of international business economics has its own specifics.
- We will deal with the terms and points, which are new for You and which are specific for characteristic of management of international business economics, ie. the terms as:
 - globalization;
 - internationalization;
 - investments in foreign countries;
 - cultural aspects etc.

1. Introduction to International Business Economics

It is two main goals of subject International business management:

1. understanding the growing influence of globalization and understanding the impacts of globalization (mainly for the business economics);
2. Improve the knowledges of management by specifics of management in conditions of international environment (the philosophy of management entrepreneurs in foreign countries, the manage of international teams, the creating the strategy and the organisational architecture of international companies etc.).

1. Introduction to International Business Economics

The basic problem solving by management of international business economics:

- The discussion between to be collective (corporate, united, shared, international) and to be individual (localized, national).

Thank You for Your attention