

Course Name: International Business Practices

Course code: KGLM_NETM088

Department responsible: Department of International and Applied Economics, Faculty of Business and Economy

Language of instruction: English

Form: blended (1 week online – 1 week on-campus – 1 week online)

Course supervisor: Dr Eszter Lukács, associate professor

Number and description of hours of non-weekly laboratory work related to the course: The course consists of three weeks of education. The first week consists of a 90-minute lecture and 4 x 90 minutes of independent student work. The second week consists of 5 x 90 minutes of lectures and the third week consists of 5 x 90 minutes of independent student work, an essay to be submitted electronically and an online oral presentation. Upon completion of the above, one credit point is obtained with a signature.

Reporting format: essay and oral presentation

Short description of course topics

WEEK 1:

In the first week, the instructor will present the objectives of the short study programme to the students in a 1x90-minute lesson. She /he will explain that the study programme is specifically designed to provide insight into the internal business practices of international companies (multinationals). During the first session, the trainer and the students will get to know the professional background and geographical (world regions) interests of the students, as well as the sectoral affiliation of the corporate value chain to be analysed. The first week's independent student work will focus on reviewing the required literature and, on the basis of the consultation, selecting the sector and, within that sector, the company to be studied.

WEEK 2:

The second week is attendance-based, with five 90-minute sessions in which student attendance is compulsory and study of the teaching aids indicated in the recommended literature is indicated

WEEK 3:

The third week of the course is online and the student submits a 10-page essay on the global, regional (chosen regional integration) and national economic (chosen country) activities of the company of their choice. A 15-minute presentation of the results of the essay and its evaluation will take place in the final week, in an online consultation.

Contact: International@sze.hu

Date: 29 January 2024 – 16 February 2024 (face-to-face week: 5-11 February 2024)

Application deadline: 30 November 2023

Apply here: <https://admissions.sze.hu/application-international-business-practices>

Programme fee: 100 EUR

Accommodation fee: 15 EUR per night (double and triple rooms in the Halls of Residence)

Credits: 1 (official credit certificate issued)

Required Documents:

Only applicants over the age of 18 will be admitted.

All applicants must submit the following documents via the online [application form](#):

- a copy of your passport
- a copy of the Bachelor's degree
- Curriculum Vitae (resumé) in English
- Motivational Letter in English

Please note: The language of instruction is English. Even though an English Language Certificate is not a formal requirement, a good level of language competence (minimum B2) is necessary in order to benefit from the programme.

The Centre of International Programmes pre-screens all applications, which will be then forwarded to the Programme Supervisor for a professional decision.

Note: Travel arrangements and visa applications are the participants' own responsibility.

Terms and conditions: Participants may cancel their participation in a short study programme for a full refund, minus € 30 administration fee, if the short study programme staff are notified in writing (e-mail is also valid) at least 60 days before the start of the programme. No refunds will be given after this date. In the event that a programme is cancelled due to unforeseen circumstances, participants who have paid the programme fee will automatically be reimbursed in full.

Technovation, Volume 99

<https://doi.org/10.1016/j.technovation.2020.102124>

Recommended literature

• **Marketing Strategy**

Keller, Kevin (2011) Strategic Brand Management: Global Edition 4th Edition Pearson Ed. Ward, Russel (2013) High Performance Sales Strategies. Powerful ways to win new business. Pearson Ed

• **International Commercial Transactions**

Course reader provided by the department Roy Goode (et al.): Transnational commercial law: Primary materials. Oxford University Press, 2007. Ray August (et. al.): International Business Law. Text, Cases, and Readings. 6th ed. Pearson, 2013

• **Managerial Accounting**

Our main textbook is Managerial Accounting for Managers (5th Edition), by Eric Noreen and Peter Brewer and Ray Garrison, McGraw Hill, with access to McGraw-Hill Connect.

• **Advanced Project Management**

Obligatory reading: Wrike Project Management Guide: <https://www.wrike.com/project-management-guide/>

Recommended reading:

IPMA ICB 4.0 (<http://products.ipma.world/ipma-product/icb/>)

IPMA PEB (<http://products.ipma.world/ipma-product/peb/>)

IPMA OCB (<http://products.ipma.world/ipma-product/ocb/>)

Project management guide (PMBOK Guide) Bennett et al. (2017): Managing Successful Projects with PRINCE2 2017 Edition, Axelos, Norwich Project Management Institute: Agile practical guide

• **Business Planning and Controlling**

Literature: • Lessons' materials Homgren, C. T. Sundem, G. L. Burgstahler, D.-Schatzberg, J. (2014): Introduction 1 to Management Accounting (Global Edition).

Harlow, Pearson Additional/recommended literature: Atrill, P. McLancy, E. (2018): Management Accounting for Decision Makers. Harlow, Pearson

Bragg, S. M. (2004): Controller's Guide of Planning and Controlling Operations. Hoboken, New Jersey, John Wiley & Sons

<http://www.untag->

[smd.ac.id/files/Perpustakaan_Digital_1/BUSINESS%20Controller's%20Guide%20to%20Planning%20and%20Controlling%20Operations.pdf](http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/BUSINESS%20Controller's%20Guide%20to%20Planning%20and%20Controlling%20Operations.pdf)

Brealey, R. A. - Myers, S. C. - Marcus, A. J. (2004): Fundamentals of corporate finance. Boston, McGraw-Hill Irwin

Gitman, L. J. et al (2018): Introduction to Business. Houston, OpenStax, Rice University

https://assets.openstax.org/oscms-prodcms/media/documents/IntroductionToBusiness-OP_8D04qAa.pdf

Honig, B.- Samuelsson, M. (2021): Business planning by intrapreneurs and entrepreneurs under environmental uncertainty and institutional pressure. Technovation, Volume 99

<https://doi.org/10.1016/j.technovation.2020.102124>