



**Universiteti “ Ukshin Hoti” Prizren**  
**Fakulteti Ekonomik**  
**Program: International Management**

<b>LEARNING PROGRAM – SYLLABUS</b>							
<b>Level of studies</b>	Bachelor	<b>Program</b>	MN	<b>Academic year</b>	2019/20		
<b>Subject</b>	<b>International Business Environment</b>						
<b>Year</b>	I	<b>Status of the subject</b>	Obliguary	<b>Kodi</b>		<b>ECTS credits</b>	5
<b>Semester</b>	II						
<b>Teaching weeks</b>	15		<b>Hours teaching</b>		Lectures	Exercies	
					<b>3</b>		
<b>Teaching Methodology</b>	Interactive lectures, exercises, discussions, seminars						
<b>Consulation</b>							
<b>Teachers</b>	<b>Prof. Ass. Dr. Drita KRASNIQI</b>			<b>e-mail</b>	<a href="mailto:drita.krasnigi@uni-prizren.com">drita.krasnigi@uni-prizren.com</a>		
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				<b>Tel.</b>			
<b>Study goal and table of contend</b>				<b>Benefits of student</b>			
The course "International Business Environment" aims to provide students with knowledge about the conditions under which international business activities are conducted.				After completing the course, the student will be able to: - to recognize the conditions under which international business activities are conducted, - explore the environmental factors of the target market			
<b>Forms of teaching and learning lessons</b>							
Interactive lectures, exercises, discussions, seminars, etc.							
<b>Methodology for the implementation of educational topics:</b>							
Table, computer, projector and other necessary IT tools for learning and exercises							
<b>Ways of assessing of the student (in %) :</b>							
The assessment is done by means of a test, and a grade the final consists of four components: - Participation and acitivity per hour: (1-5%)				<b>Evaluation %</b>		<b>Final grade</b>	
				00 – 49 %		5	
				50 -59 %		6	

- First Qolloqium: 1- 30% ( 1 - 25 %)	60 – 69 %	7
- Seminarik work: 1 – 10% (1 – 10 %)	70 – 79 %	8
- Final exam: 1- 60 % (1 - 60 %)	80 – 89 %	9
	90 -100 %	10

**Obligation of students:**

<b>Lectures</b>	<b>Exercises</b>
<ul style="list-style-type: none"> <li>- Following the lectures,</li> <li>- Participation in the debate,</li> <li>- Respect of the Code of Conduct, etc.</li> </ul>	

**Student workload for subject**

Activities	Hour	Days/Weeks	Total:
Lectures	3	15	45
Exercises, practacal work	4	3	12
Contacts with teachers/consultations	1	9	9
Field visit	2	3	6
Colloquaia, seminars	4	3	12
Self-study time	2	6	12
Preparation for final exam	5	5	25
Preparation for final exam	1	3	3
Projects, presentations, etc..	1	1	1
<b>Notice: 1 ECTS credits= 25</b> hour commitment, e.g. if the subject has 6 ECTS credits student must have 150 hours during the semester commitment.		<b>Total load:</b>	<b>125</b>

Week	Lectures		Exercises	
	Topic	Hour	Topic	Hour
1.	International Business Environment - Introduction	3	Questions, discussions	
2.	The international business necessity	3	Questions, discussions	
3.	Theories of business and international business	3	Questions, discussions	
4.	Institutions and the environment of international business	3	Questions, discussions	
5.	Economic integration between countries	3		

6.	Target market environmental factors Microeconomic factors	3	Questions, discussions	
7.	Colloquia	3	Questions, discussions	
8.	Cultural environment factors	3		
9.	Political-legal environment factors	3	Questions, discussions	
10.	International financial markets	3	Questions, discussions	
11.	International Monetary System	3		
12.	International Business Operations Initial operations of international business	3	Questions, discussions	
13.	Advanced international business operations	3	Questions, discussions	
14.	Documents needed in international trade with goods	3		
15.	Summary of lectures and presentations	3	Examples and consultation for exam	

**LITERATURE:**

Basic Literature:

- Authorized manuscripts from the University of Prizren “Ukshin Hoti”
- Halil Kukaj, Biznesi ndërkombëtar, University of Prizren“Ukshin Hoti”, Prizren, 2017
- Dr.Ilia KRISTO, BiznesiNdërkombëtar, Tiranë, 2007

Complementary Literature:

- Daniels, John D., Lee Radebaugh and Daniel P. Sullivan: “International Business”, Pearson Education, New Jersey, 2004.

- .Remarks: For each topic of study, students will be provided with the necessary materials in Albanian,

At the end of each class of lessons, certain student groups will engage in a task or case study on the subject of the lecturer

**Notice:**

- The student should be aware of and respect the rules of the institution
- Must observe the schedule of lectures, exercises, and be attentive to the lesson