

Annex No. 3		Second Cycle Studies Course Programme			
1.	Course Title	European Business Environment			
2.	Code	EUS 517			
3.	Study programme	European economic studies			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje			
5.	Level (first, second, third cycle)	Second cycle			
6.	Academic year / semester	2022-2023 2nd (summer semester)	7.	Number of ECTS credits	6
8.	Professor	Prof. Ljubomir Drakulevski, PhD Prof. Stojan Debarliev, PhD			
9.	Preconditions for enrolment	Completed the first cycle of studies with at least 240 credits			
10.	Course objectives (competencies): Upon completion of the course students should be able to: 1. To understand the importance of international management for the success of companies; 2. To understand the complexity of managing international business; 3. To understand the strategic aspects of international management; 4. To understand the specifics of business functions in international business; 5. To discuss the problems that arise with the expansion and interconnection of world markets				
11.	Course content: 1. International business 2. Strategic aspects of international business 3. European business 4. European business organizations Alternative models of European companies				
12.	Learning methods: Interactive lectures, video presentations, guest speakers, case studies, directed discussions, individual or group papers, seminar projects, homework.				
13.	Total hours	6ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	24+16+40+10+90 = 180 classes			
15.	Types of teaching activates	15.1.	Lectures	24 classes	
		15.2.	Exercises (Seminars)	16 classes	
16.	Other types of activities	16.1.	Projects	40 classes	
		16.2.	Writing Assignments	10 classes	
		16.3.	Homework	90 classes	
17.	Grading method: 60+30+10=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)	60%		
	17.2.	Individual or Group Assessment / projects (Case Presentation, Case Analysis, Quizzes, Writing Assignments)	30%		
	17.3.	Attendance and class participations	10%		
18.	Grading scale	less than 50 points	5 (five) (F)		
		from 51 to 60 points	6 (six) (E)		
		from 61 to 70 points	7 (seven) (D)		

		from 71 to 80 points	8 (eight) (C)		
		from 81 to 90 points	9 (nine) (B)		
		from 91 to 100 points	10 (ten) (A)		
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16			
20.	Language	Macedonian (or English)			
21.	Evaluation method	Internal evaluation and survey			
22.	Literature				
	22.1.	Compulsory literature			
		No.	Author	Title	Publisher
		1.	Хил, Ч.В.Х	<i>Меѓународен бизнис</i>	Магор
		2.	Даниелс Ц.Д.	<i>Меѓународен бизнис</i>	Магор
		3.	Бобек Шуклев и Љубомир Дракулевски	<i>Стратегиски менаџмент, второ издание</i>	Економски факултет – Скопје
	22.2.	Additional literature			
		No.	Author	Title	Publisher
		1.	Neil Harris	<i>European Business</i>	Macmillan Business, Houndmills
		2.	Charles W.L. Hill	<i>International Business: Competing in the Global Marketplace</i>	Irwin, McGraw-Hill, New York
		3.	W. R Griffin and W. M. Pustay	<i>International Business – A Managerial Perspective, Third Ed.</i>	Prentice Hall, New Jersey
4.		Richard M. Hodgetts, Fred Luthars	<i>International Management: Culture Strategy and Behavior</i>	Irwin, McGraw-Hill, New York	
5.	Sonia El Kahal	<i>Business in Europe</i>	McGraw-Hill Co. London		