

# *International business*

**The subject of the study course**  
– the relationship between the participants of international economic relations, as well as the system of factors that influence their course

## **The aim of the course**

is to develop competencies for future experts on the objective laws, mechanisms and features of international business at the modern stage of civilization's development.

# *International business – interesting facts*



The red and white Coca-Cola logo is recognized by 94% of the world's population



Apple's iPad retina display is actually manufactured by Samsung



Amazon employees spend two days every two years working at the customer service desk. Even the CEO does that! This is to help all workers understand the customer service process.



"Yahoo" is actually an acronym for "Yet Another Hierarchical Official Oracle"



Ronald Wayne, the third founder of Apple alongside Steve Job and Steve Wozniak, sold his shares for a mere \$800 after 12 days in the company.

# Topics of the course

- Topic 1. The essence and characteristics of international business
- Topic 2. Legal principles of international business' regulation
- Topic 3. International business and its environment
- Topic 4. Types of international business
- Topic 5. Structures in the field of international business
- Topic 6. Globalization of the world economy as an objective basis for the international business' development
- Topic 7. Transnational company as a basis for international business' organization
- Topic 8. TNC's Models
- Topic 9. Reasons, models and motivation of business' internationalization
- Topic 10. Theories of business internationalization
- Topic 11. Organization and strategies of international marketing activities
- Topic 12. Marketing complex for international business
- Topic 13. Financial function of international business
- Topic 14. International strategic alliances
- Topic 15. Types of organizations in international business