

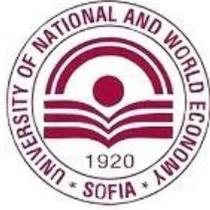


## Course description: International Business Operations Part II (International Strategic Alliances)

No	Data Field	
1	Code	
2	Title of the course	International Business Operations Part II ( International Strategic Alliances)
3	Cycle: short/first/second/third (or EQF level 5/6/7/8)	EQF level 6
4	Year of study when the course is delivered (if applicable)	fourth
5	Semester (autumn/winter or spring/summer) or trimester when the component is delivered	spring / summer
6	Number of ECTS credits allocated	6
7	Name of lecturer(s), e-mail(s) of the lecturer(s)	chief assit. prof. Christian Zhelev, PhD christianjelev@unwe.bg
8	Learning outcomes	The expected learning outcomes are related to the knowledge and skills of the students to evaluate various drivers for a successful outsourcing project and how to manage long term relations in the area of transfer of technology, having in mind economic and legal issues of various transactions. FDI projects, international engineering projects and Public Private Partnership are also among the topics, where, by the means of the holistic approach towards the current issues in international business, students are tutored to develop their critical and analytical thinking.
9	Mode of delivery: face-to-face; online (distance) or hybrid (both on campus and online in the same time)	hybrid
10	Prerequisites or/and co-requisites (if applicable for your course)	Management and Bussines disicplines knowledge



11	Course content (Please provide a list of up to 15 basic topics, covered by the course)	<ul style="list-style-type: none"> <li>,-International strategic alliances and strategic partnerships</li> <li>-Global sourcing</li> <li>-International cooperation</li> <li>-Transfer of technology: licensing agreements and International strategic partnerships</li> <li>-Transfer of technology: economic issues of franchising agreements</li> <li>-International engineering projects</li> <li>-Foreign direct investment projects</li> <li>-Public private partnership projects</li> <li>-Public private partnership Models. The role of The state. economic and management issues of Public private partnership projects.</li> <li>-Concession agreements</li> <li>-BOT projects</li> <li>-Project Finance and Public private partnership projects. Long term contracts: pros and cons.</li> <li>-Sustainability and International Business</li> </ul>
12	Required and/or recommended reading, learning resources or tools (Please provide at least 2 required readings and at least 3 additional readings)	<ol style="list-style-type: none"> <li>1. Acemoglu, D J. Robinson Why Nations Fail: The Origins of Power, Prosperity, and Poverty , Crown Publishers, NY,2012</li> <li>2.Czinkota,M., I.Ronkainen.M.Moffet, International business, 8th + ed. J. Wiley &amp; Sons , NY</li> <li>3.Hill, Ch. International Business, 8 ed.. Irwin/McGraw-Hill, NY 2011</li> <li>4. Narula, Rajneesh &amp; Collinson, Simon &amp; Rugman, Alan. (2017). International Business, seventh edition.</li> <li>4.Freedman, Th. The world is flat, Straus &amp; Giroux, NY 2006</li> <li>5.Rigsbee Ed., Developing Strategic Alliances, Crisp Publications, CA,2000 .</li> <li>6 Tjemkes, B., Pepijn , V., &amp; Koen , B. (2018). Strategic Alliance Management. Routledge.</li> <li>7 Enterprise Europe Network: <a href="https://een.ec.europa.eu/">https://een.ec.europa.eu/</a></li> </ol>
13	Learning activities and teaching methods	A combination of different teaching techniques and methods is applied in instruction such as lectures, seminars, discussions, individual assignments, reports, surveys, case studies, among other methods.



14	Assessment methods and assessment criteria	The course assessment consists of several components: ongoing evaluation, group projects, class participation, and a final test. The assessment is predominantly based on the students' ongoing performance and their participation in the discussion process.
15	Language of instruction	English
16	Name and Code of the University, offering the course	UNWE
17	Degree Program(s) in which course is offered (or ISCED code, if applicable)	
18	Tag: CWE = Consortium wide elective (= e.g. courses open to all ISCED codes)	CWE