

DESCRIPTION OF STUDY COURSE

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| Course unit title | Business in a Global Economy (course work) | | | |
| Programme | Bachelor International Finance | | | |
| Year of study | 3 | | | |
| Level of course unit (e.g. first, second or third cycle) | First, Bachelor's study | | | |
| Course unit code | BFa017 | | | |
| Name of lecturer(s) | Dr. Dan Ravick Fiala | | | |
| Credit points | 3 ECTS | | | |
| Language of instruction | English | | | |
| Type of course unit (compulsory, optional) | Compulsory | | | |
| Semester when the course unit is delivered | 5 | | | |
| Mode of delivery | Lectures are in face-to-face format. Before lectures, in the 3rs semester during exchange studies, students write individual work – course work – how to do business and finance it the country of exchange studies. The course work is defended at commission during the study course. | | | |
| Aim of Course | To develop student's skills to analyze entrepreneurship and its financing environment in the chosen country, assess opportunities to start the business and develop potential business idea. | | | |
| Preliminary knowledge (prerequisites and co-requisites) | Financial Management, Business and Finance, Law and Office Management, International Law, Microeconomics, Macroeconomics | | | |
| Course contents | Students choose any country and analyze business opportunities there. | | | |
| Planned learning activities and teaching methods | The students work on individual basis, can get consultancies from professor. | | | |
| | Teaching methods | | | Student work load (1 CP = 40 hours of student work) |
| | Applied research with presentation | | | 100% |
| | | | | Total 80 hours |
| Learning outcomes of the course unit | <ol style="list-style-type: none"> 1. Skills in collecting and analyzing data about definite country and industry; 2. Development of creative thinking – innovative ideas how to do business in foreign country. 3. Effective presentation skills to prove viability of the idea and defend course work. 4. | | | |
| Assessment methods and criteria | Study outcomes | | | |
| | The form of assessment | 1. | 2. | 3. |
| | Applied research with presentation | • | • | • |



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| Recommended or required reading | Compulsory literature <ol style="list-style-type: none">1. Wild, J.,J., Wild, K.L., International Business: the challenges of globalization, 20182. Any official, edited source about the country of research. |
| Recommended optional programme components | To be agreed at the start of the project. |