

## Sample Course Description

**Faculty:** Faculty of Economy

**Study program:** Professional Master in Business Administration

**Course Title:** Global Business Management

**Course Credits:** 8

**Lecturer:** Prof. As. Dr. Albana Boriçi

**Language of Instruction:** Albanian

**Course Description:** The aim of this course is to extend knowledge received by students at the Bachelor level on an effective management of transnational business activities. The course will present the basic theories and “game rules” applicable to the field of international business but viewed from a global perspective. Among case studies analyzed during seminar hours students will learn how to deal with practical issues such as: modes of market entry, supply chain management, multinational business finance, marketing, and HR management challenges in a global context etc.

**Course Goals:** The goal of this course is to provide students with a more thorough knowledge on the management of international companies and emphasize on a global prospective of this process. At the end of the course students will be able to identify, analyze and manage business opportunities in a global context.

**Course Requirements:** During the course the students must participate in two quizzes, analyze a group case study, prepare a course assignment, as well as do a final exam at the end of the course. They are also expected to be active during seminar hours by taking part in discussions in class or in teamwork organized within these hours.

<b>Grading:</b> Quizzes (5x2) or course assignment	10%
Case studies analysis	10%
Course assignment	20%
Final exam	60%
<b>TOTAL</b>	<b>100%</b>

**Course Schedule:** First year of Professional Master studies

Second semester, 15 weeks

Lectures per week, 2 hours

Seminars per week, 3 hours