

International Master in Management

1-st and 2-nd semester courses

First semester courses	
1.	GLOBAL BUSINESS PLANNING (5ECTS) This course is of a general management, rather than a functionally-specific, nature. It takes international business planning as the framework for its delivery and assessment. The emphasis throughout is on the integration required in managing an organisation operating in a multitude of geographic markets, and the issues involved in ensuring implementation of international business plans.
2.	HUMAN RESOURCE MANAGEMENT IN THE GLOBAL ENVIRONMENT (5ECTS) The module will examine ideas of International Human Resource Management (HRM) in the context of the global business environment and the policies of organisations for the management of people. The issues involved in managing international human resources strategically will be explored. In addition, the links between HR practices and organisational performance will be reviewed. Ideas of best practice in managing people internationally will also be analysed.
3.	GLOBAL MARKETING STRATEGIES (5ECTS) The IBSA programme addresses global economy issues at an advanced level, therefore the module learning outcomes have a view of Marketing, for international marketing decision making at an advanced level. The learning experience will stimulate critical and intellectual skills, through class learning, group work and independent research.
4.	INTERNATIONAL FINANCE (5ECTS) The module focuses on a global view over management and financial accounting, for international financial decision-making at an advanced level. The learning experience will include critical, intellectual and independent research, through in-class learning, group work and independent research.
5.	GLOBAL STRATEGIC ANALYSIS (5ECTS) This module deals with strategy-making and execution. It addresses global business issues and deals with the question what managers must do to make a company a winner in the global business game. The managerial tasks of strategic analysis as well as crafting, selecting and executing, strategies are discussed using cases to illustrate the issues.
6.	LEADERSHIP AND PERSONAL DEVELOPMENT (5ECTS) The course analyses the nature of leadership[as a foundation of successful management in conditions of constant change of the business environment, especially in BRIC countries. A lot of attention is given to situation when unconventional problems require immediate solutions/ Leadership is viewed from the perspective of restructuring, crusus management, M&A, downsizing.
Second semester courses	
7.	TRANSITION FROM COMMAND ECONOMY TO MARKET ECONOMY (12 ECTS) The course consists of 2 parts and focuses on industrial and socio-political aspects of the transition form command to market economy. Industrial aspect will cover tourism development, fuel and energy sectors, and automotive industry in emerging markets, and logistics issues. The second part of the course will concentrate on social and economic activity of the population in the transition period, and success stories in the periods of

	transition to market economy.
8.	<p>INVESTING IN EMERGING MARKETS (8 ECTS)</p> <p>This course explores the issues of company valuation that are special to emerging markets. The emerging economies and especially BRIC countries will likely provide substantial growth opportunities in the world economy. However, risks of investing in these economies are significant compare to developed economies. In this course we introduce financial models that can help managers to value companies in emerging markets.</p> <p>This course covers both theoretical and practical sides of investing in emerging markets through course books, cases, articles, homework exercises and guest speaker presentations.</p>
9.	<p>INTERNATIONAL MARKETING AND CUSTOMER BEHAVIOUR FOR EMERGING MARKETS (8 ECTS)</p> <p>The course consists of two parts. The first part concentrates on peculiarities of marketing and clienting on transition markets: how to organize marketing in the company, the role of marketing in successful management, interrelation of marketing and strategy processes, the dramatic role of clienting and customer orientation, especially for transition markets. The second part is devoted to consumer behaviour in Transition economy.</p>
10.	<p>ORGANISATION RESOURCE IN TRANSITION ECONOMY (2ECTS)</p> <p>The course focuses on peculiarities of and correlation between macro, micro and meso - factors of business environment in transition economies.</p>