

The Bucharest University of Economic Studies
Faculty of Business Administration in foreign languages
UNESCO Department for Business Administration
Position 9, Professor
Subjects: International Business (in German), European Business Environment (in German)
Area: Business Administration

Topics and references
Academic year 2016/2017

International Business (in German)

Topics:

1. Global business environment
2. The multinational company
3. International trade and investments
4. International market opportunities analysis
5. Entrance strategies on international markets
6. International strategic alliances
7. International marketing strategy
8. International operations management
9. International human resources management strategy
10. Intercultural challenges in international business

Bibliography:

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- Cavusgil, S.T., Knight, G., Riesenberger, J.R. (2013). *A framework for International Business*, International edition, Prentice Hall, Pearson
- Chobanova, Y. (2009). *Strategies for Multinationals in Central and Eastern Europe*, Hampshire: Palgrave Macmillan
- Eckhart, K. (2014). *Globalisierung: Wirtschaft und Politik*, Wiesbaden: Springer-Gabler Verlag
- Ernst-Sibert, R. (2008). *KMU im globalen Innovationswettbewerb*, München: Reiner Hampp Verlag
- Kabst, R. (2004). *Internationalisierung mittelständischer Unternehmen*, München: Reiner Hampp Verlag
- Neubert, M. (2006). *Internationale Markterschliessung*, Frankfurt am Main: mi-Fachverlag
- Riekhof H. (2013). *Retail Business in Deutschland. Perspektiven, Strategien, Erfolgsmuster*, Gabler verlag
- Sternad, D., Düring, T. (2012). *Handbook of Doing Business in South East Europe*, Hampshire: Palgrave Macmillan

European Business Environment (in German)

Topics:

1. The Evolution of European Integration
2. The Business Environment and common market
3. The EU institutional structure and challenges of decision-making process.
4. Competition policy in the European Union
5. Regional policy and cohesion in the European Union
6. Fiscal policy in the European Union
7. Economic and monetary union
8. Social policy in the European Union
9. Challenges of the EU enlargement and the common budget
10. Entrepreneurship in the European Union

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- Mueller, S., Gelbrich, K.(2004). *Interkulturelles Marketing*, Verlag Franz Vahlen, Muenchen
- Johnson, D. Turner, C. (2016). *European Business*. 3rd Edition – Routledge
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- Somers, F. (2010). *European Business Environment*, Houten: Noordhoff Uitgeversm The Netherlands
- Leigh, N.G., Blakelz, E.J. (2013). *Planning Local Economic Development*, London: Sage Publication