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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Economics** | | |
| Study Module (if applicable) | | | | International Management | | |
| Course title | | | | Internalization of Retailing | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | First | | |
| Number of ECTS allocated | | | | 5 | | |
| Name of lecturer/lecturers | | | | Sreten Ćuzović  Svetlana Sokolov-Mladenović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *The subject objective is to provide the students with the basic theoretical and practical knowledge in the field of internationalisation of business of retail chains. The focus is on the strategies, determinants, and marketing aspects of retail internationalisation. What is elaborated is the methodology in the analysis of the relationships between international retail chains and participants in the host country's trading channels. What is studied are the spceific solutions in the establishment of long-term relationships between international retail chains and their partners, particularly the strategies of horizontal and vertical cooperation and integration*  *Knowledge to be acquired within this subject makes the basis for enabling the students for the work in international retail chains. The students acquire the realistic picture of the manner of business of international retail chains. In addition to theoretical knowledge, the students become familiar with the practical problems and the manner of their resolution in creating the "package deal" of retail chains, in the process of expanding their business outside the national market* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Exploring the theoretical bases of internationalisation of retail; Theories and chronology of the development of retail internationalisation; Typology of international retail chains; Determinants of internationalisation and the strategies of appearance on foreign markets (strategies of exports, managerial contracts, concessions, franchising, mergers and acquisitions, joint ventures, foreign direct investment); Marketing dimension of internationalisation of retail; Exploring international markets; Range of products in the operations of international retail chains; Quality management in conditions of internationalisation; Services; Pricing strategies; Promotion mix; Location strategies* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **30** | | **Written examination** | | |  |
| **Practical teaching** |  | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |