

## COURSE DESCRIPTION CARD

**1. Course title:**

**Internationalization Theories**

**2. Course code:**

Number of ECTS credits: 4

Course completion mode: Z

Course commenced / Year: 2019/2020

**3. Major:** International Business

**4. Department of major coordinator:** Department of Consumption Research

**5. Name of course instructor:**

Lecture: Monika Sulimowska-Formowicz, Ph.D.

**Examiner:** Monika Sulimowska-Formowicz, Ph.D.

**6. Department of course instructor:** Department of International Management

**7. Number of contact hours with students:**

Type of instruction	Full-time study	Part-time study
lectures	28	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	28	0
examination (hours)	0	

**8. Course timeframe - no. of semesters:** 1

Course commencement / Year: 2019/2020

Course commencement / Semester: summer

**9. Level of tertiary education:** Bachelor

**10. Course status**

Elective

**11. Course prerequisites - none**

**12. Course objectives:**

The main objective of this course is to provide students with knowledge on theories of internationalization of a company and understanding of motives for activities on international markets. Students shall be able to analyze and solve simple strategic dilemmas of companies on their internationalization path.

**13. Teaching and learning methods:**

**A. Direct student-instructor contact:**

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case studies	Case studies describing internationalization strategies of companies in lenses of different theoretical views	10	
2.	Lectures	Lectures are provided in an interactive way with elements of discussion over focal topics.	10	-
3.	Class discussion	Discussion over different theoretical approaches to internationalization analysis, business strategies comparisons	8	-
<b>Total</b>			<b>AS: 28</b>	<b>AN:0</b>

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Own work with literature	Literature and secondary sources studying	40	
2.	Group work over case study	Students working in teams analyse and develop a case study of a company operating in CEE market..	27	-
3.	Presentation preparation	Students working in teams prepare a presentation of a case study	5	-
...				
<b>Total</b>			<b>BS: 72</b>	<b>BN:0</b>

Total AS+BS = 100

Total AN+BN = 0

Examination (E) = 0

Examination (E) = 0

Total AS+BS+E= 100

Total AN+BN+E = 0

**14. Key words:** internationalization modes, internationalization theories

**15. Course content:**

1. Motives for internationalization.
2. Forms of internationalization of firm's activities – international business models.
3. International life cycle theory, internalization theory.
4. Eclectic OLI paradigm by Dunning.
5. Uppsala sequential internationalization models.
6. Localization theories.
7. Porter's diamond – competitive advantage of nations.
8. Network-based theories of internationalization.
9. Entrepreneurial approaches to internationalization.
10. Case studies.

**16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment**

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
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<u>Knowledge</u>			
IB1_K01# IB1_K02# IB1_K05#	1. Student knows main theoretical explanations of internationalization.  2. Student understands the results of specific internationalization paths from the perspective of manager and enterprise.	Written test  Group work over a case study	List of exam questions Case study report
<u>Skills</u>			
IB1_S02# IB1_S06#	1. Student is able to use the theoretical knowledge on internationalization to analyse options and choose adequate internationalization strategy for a company.  2. Student is able to prepare a written report showing results of own analyses and present the results of own work in public.	Group work over a case study Case study presentation	Case study report Presentation handouts
<u>Social competences</u>			
IB1_C01#	Student has a capability of critical assessment and usage of own knowledge about internationalization theories.	Case study presentation Teacher's assessment Peer review	Presentation handouts Assessment forms

### 17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Group work over a case study and presentation	Group work assessment – the way of using theoretical knowledge to analyse case study problem and propose solutions.	50
2.	Discussion	Own work assessment – level of own input to class discussion, knowledge, argumentation used, culture of debate.	20
3.	Class activities	Own attitude and engagement assessment – interpersonal and rhetoric capabilities. – teacher's review.	15
4.	Other	Own attitude and engagement assessment – interpersonal skills and engagement in group work - peer review.	15

\* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

#### Reading list

##### Mandatory readings:

1. Buckley, P. J.; Ghauri, P. N. (eds.): International Business Strategy. Theory and Practice. Wyd. Routledge, 2015.
2. Barney, J.B.: Gaining and Sustaining Competitive Advantage. Wyd. Prentice Hall, Upper Saddle River, 2002. Chapter 15, ss. 515-562
3. Glowik, M.: Market Entry Strategies. Wyd. Oldenburg Publishing House, Munich, 2009.

##### Suggested readings:

1. Porter, M.E.: Competition in Global Industries: A conceptual Framework (w:) Competition in Global Industries. Wyd. Harvard Business School Press, Boston, 1986.
2. Barney, J. : Firm Resources and Competitive Advantage. Wyd. Journal of Management 17(1), 1991.
3. Buckley, P., & Casson, M. : The Future of the Multinational Enterprise. Journal of International Business

<p>Studies 1(9), 2002. <a href="http://doi.org/10.1093/spp/1.9.233">http://doi.org/10.1093/spp/1.9.233</a></p> <p>4. Dunning, J. H. : Location and the multinational enterprise. <i>Journal of International Business Studies</i>, 40(1), 20-34. , 2009. <a href="http://doi.org/10.1057/jibs.2008.75">http://doi.org/10.1057/jibs.2008.75</a></p> <p>5. Dunning, J. H. : The Eclectic (OLI) Paradigm of International Production: Past, Present and Future. <i>International Journal of the Economics of Business</i>, 8(2), 173-190, 2001. <a href="http://doi.org/10.1080/13571510110051441">http://doi.org/10.1080/13571510110051441</a></p> <p>6. Eisenhardt, K. M. : Resource-based View of Strategic Alliance Formation: Strategic and Social Effects in Entrepreneurial Firms. <i>Organization Science</i>, 7(2), 136-150, 1996. <a href="http://doi.org/10.1287/orsc.7.2.136">http://doi.org/10.1287/orsc.7.2.136</a></p> <p>7. Grant, R. M. : Toward a Knowledge-Based Theory of the firm. <i>Strategic Management Journal</i>, 13, 135-144, 1996.</p> <p>8. Grant, R. M., Baden-Fuller, C.: A knowledge accessing theory of strategic alliances. <i>Journal of Management Studies</i>, 41(1), 61-84, 2004. <a href="http://doi.org/10.1111/j.1467-6486.2004.00421.x">http://doi.org/10.1111/j.1467-6486.2004.00421.x</a></p> <p>9. Håkansson, H., &amp; Johanson, J. : A Model of Industrial Networks (w:) <i>Industrial Networks: A New View of Reality</i> (pp. 28-36).. 1992.</p> <p>10. Hohenthal, J., Johanson, J., &amp; Johanson, M. : Network knowledge and business-relationship value in the foreign market. <i>International Business Review</i> 23(1), 4-19, 2014. <a href="http://doi.org/10.1016/j.ibusrev.2013.08.002">http://doi.org/10.1016/j.ibusrev.2013.08.002</a></p> <p>11. Johanson, J., &amp; Mattsson, L.-G. : <i>Internationalisation in Industrial Systems - A Network Approach</i>. International Journal of Management and Organization. Wyd. Palgrave Macmillan UK, London, 1987. <a href="http://doi.org/10.1057/9781137508829_5">http://doi.org/10.1057/9781137508829_5</a></p> <p>12. Johanson, J., &amp; Vahlne, J.-E. : The Internationalization Process of the Firm-A Model of Knowledge Development and Increasing Foreign Market Commitments. <i>Journal of International Business Studies</i>, 8(1), 23-32, 1977. <a href="http://doi.org/10.1057/palgrave.jibs.8490676">http://doi.org/10.1057/palgrave.jibs.8490676</a></p> <p>13. Johanson, J., &amp; Vahlne, J.-E. : The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership. <i>Journal of International Business Studies</i>, 40(9), 1411-1431, 2009. <a href="http://doi.org/10.1057/jibs.2009.24">http://doi.org/10.1057/jibs.2009.24</a></p> <p>14. Kogut, B., &amp; Zander, U. : Knowledge of the firm and the evolutionary theory of the multinational corporation. <i>Journal of International Business Studies</i>, 24(4), 625-645. , 1993. <a href="http://doi.org/10.1017/CBO9781107415324.004">http://doi.org/10.1017/CBO9781107415324.004</a></p> <p>15. Martin, X., &amp; Salomon, R.: Knowledge transfer capacity and its implications for the theory of the multinational corporation. <i>Journal of International Business Studies</i>, 34(4), 356-373, 2003. <a href="http://doi.org/10.1057/palgrave.jibs.8400037">http://doi.org/10.1057/palgrave.jibs.8400037</a></p> <p>16. Porter, M. : <i>Competitive Advantage of Nations</i>. Harvard Business Review, March-April, 73-91, 1990. <a href="http://doi.wiley.com/10.1002/cir.3880010112">http://doi.wiley.com/10.1002/cir.3880010112</a></p> <p>17. Schweizer, R., Vahlne, J. E., &amp; Johanson, J.: Internationalization as an entrepreneurial process. <i>Journal of International Entrepreneurship</i>, 8(4), 343-370, 2010. <a href="http://doi.org/10.1007/s10843-010-0064-8">http://doi.org/10.1007/s10843-010-0064-8</a></p> <p>18. Vahlne, J.-E., &amp; Johanson, J. : The Uppsala model on evolution of the multinational business enterprise – from internalization to coordination of networks. <i>International Marketing Review</i>, 30(3), 189-210, 2013. <a href="http://www.emeraldinsight.com/journals.htm?issn=0265-1335&amp;volume=30&amp;issue=3&amp;articleid=17088761&amp;show=html">http://www.emeraldinsight.com/journals.htm?issn=0265-1335&amp;volume=30&amp;issue=3&amp;articleid=17088761&amp;show=html</a></p> <p>19. Eisenhardt, K. M., &amp; Schoonhoven, C. B. : Resource-based View of Strategic Alliance Formation: Strategic and Social Effects in Entrepreneurial Firms. <i>Organization Science</i>, 7(2), 136-150, 1996. <a href="http://doi.org/10.1287/orsc.7.2.136">http://doi.org/10.1287/orsc.7.2.136</a></p> <p>20. Buckley, P., Casson, M.: The internalisation theory of the multinational enterprise: A review of the progress of a research agenda after 30 years. <i>Journal of International Business Studies</i>, 40(9), 1563-1580, 2009. <a href="http://doi.org/10.1057/jibs.2009.49">http://doi.org/10.1057/jibs.2009.49</a></p>
<b>19. Language of instruction: English</b>
<b>20. Course instructors' recommendations: ---</b>