

## COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

**1. Course title:**  
**International Business Strategy**

**2. Course code:**  
Number of ECTS credits: **4**  
Course completion mode: **Z**  
Course commenced / **2019/20**

**3. Major:** Internationals Business

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

**5. Name of course instructor:**  
Classes: prof. Maja Szymura-Tyc, Ph.D.  
**Examiner: Prof. Maja Szymura-Tyc, 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		
classes	28	
foreign language classes		
lab classes		
seminars		
e-learning		
other		
<b>Total hours</b>	28	
examination (hours)		

**8. Course timeframe - no. of semesters:** 1  
Course commencement / Year: 2019/20  
Course commencement / Semester: winter

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

**10. Course status:**  
Compulsory for the major: International Business

**11. Course prerequisites**  
Compulsory: Principals of Management  
Recommended: Strategic Management

**12. Course objectives:**  
Understanding of the influence of global environment on international business strategies at the business and corporate level; international management at the general (corporate) and operational level.

**13. Teaching and learning methods:**

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

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive lecture with Power Point presentations	Presentation of basic concepts and instruments of international business strategy	24	-
2.	Case studies	Analysis of cases of international business issues based on firms experience	4	-
Total			AS: 28	AN:-

**B. Self-study:**

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Literature and lecture notes study	Individual work	60	-
2.	Case studies	Team work – presentation of case studies and written answers/solutions	12	-
Total			BS: 72	BN: -

Total AS+BS = 100

Examination (E) = 2

Total AS+BS+E= 102

Total AN+BN = .....

Examination (E) =.....

Total AN+BN+E = .....

**14. Key words:** international business environment, business strategy, entry strategies, international operations management

**15. Course content:**

**I. Globalisation concepts and internationalisation theories**

Introduction: Globalization and international business

Theories of international trade and firm's internationalisation

Dimensions and drivers of market globalization

**II. International business environment**

Regional economic integration and the emerging markets

Political & legal environment and the government intervention in IB

**III. International business strategy**

Internationalization of the firm's value chain and participants in IB

Business-level strategy and sources of competitive advantage

Corporate-level strategy, structure and organizational culture

**IV. Entering international markets**

Trade and contractual strategies

Investment strategies and collaborative ventures

**V. Managing international operations**

International production and sourcing

Financial management in international business

**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
<u>Knowledge</u>			
IB2_K01# IB2_K02#	1. Knowledge and understanding of theoretical foundations of international business; knowledge about the influence of international business environment on international business strategies; knowledge and understanding of external and internal factors influencing international business strategies.  2. Knowledge and understanding of current trends in international business strategies of firms from advanced and emerging markets .	Written exam	Exam copies
<u>Skills</u>			
IB2_U01# IB2_U02#	1. Ability to analyse the international business context and the firm's international performance 1. Ability to formulate recommendations concerning international business strategies at general and operational level.	Case study presentations and answers	Copies of case study presentations and answers
<u>Social competences</u>			
IB2_C02# IB2_C03#	1. Ability to recognize the complexity of international business strategic decisions and their influence on global and local economic and social issues. 2. Ability to formulate knowledgeable recommendations for solving the economic and social problems related with international business environment.	Class discussions and team work on case studies	Assessment of class activity

**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.	Written exam	Written exam based on lectures and handbook studies – individual work	60%
2.	Case studies	Case studies – presentation and answers to cases study questions – team work	20%
3.	Class activity	Participation in class discussion during lectures and case studies presentations- individual work	20%

\* 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.

**18. Reading list**

Mandatory readings:

Cavusgil S. T., Knight G., Riesenberger J.R., *International Business: the new realities*. 3rd or 4th edition, Pearson, London, 2014, 2017

Suggested readings:

Verbeke A., *International business strategy*, 2nd Edition, Cambridge University Press, 2017.

Buckley P., Ghauri P., *International business strategy: theory and practice*, Rutledge, London, New York, 2015.

**19. Language of instruction: English**

**20. Course instructors' recommendations:**