

COURSE DESCRIPTION CARD

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

1. Course title: in Polish / in English INTERNATIONAL BUSINESS STRATEGY	2. Course code: Number of ECTS credits: 4 Course completion mode: Course commenced / Year 1...																														
3. Major: International business																															
4. Department of major coordinator: Department of Consumer Research																															
5. Name of course instructor: Lecture ... Classes prof. Arturo Gimenez Lab classes ... Examiner prof. Arturo Gimenez																															
6. Department of course instructor: Department of Consumer Research																															
7. Number of contact hours with students: <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 35%;">Type of instruction</th> <th style="width: 30%;">Full-time study</th> <th style="width: 35%;">Part-time study</th> </tr> </thead> <tbody> <tr><td>lectures</td><td></td><td></td></tr> <tr><td>classes</td><td style="text-align: center;">24,5</td><td></td></tr> <tr><td>foreign language classes</td><td></td><td></td></tr> <tr><td>lab classes</td><td style="text-align: center;">3,5</td><td></td></tr> <tr><td>seminars</td><td></td><td></td></tr> <tr><td>e-learning</td><td></td><td></td></tr> <tr><td>other</td><td></td><td></td></tr> <tr><td>Total hours</td><td style="text-align: center;">28</td><td></td></tr> <tr><td>examination (hours)</td><td></td><td></td></tr> </tbody> </table>		Type of instruction	Full-time study	Part-time study	lectures			classes	24,5		foreign language classes			lab classes	3,5		seminars			e-learning			other			Total hours	28		examination (hours)		
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8. Course timeframe - no. of semesters: 1 Course commencement / Year 1 Course commencement / Semester 1																															
9. Level of tertiary education: Master...	10. Course status <input checked="" type="checkbox"/> Compulsory for the major... <input type="checkbox"/> Compulsory for the specialization ... <input type="checkbox"/> Elective ...																														
11. Course prerequisites Compulsory: Principles 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	24,5	
2.	Practical application under the LEGO® Serious Play® methodology	Practical modelling of different theoretical concepts, promoting the individual and collective approach towards the achievement of a business model leveraged on the fundamental principles of international business strategy	3,5	
...				
Total			AS:28	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Case studies	Analysis of cases of international business issues based on firms' experience	20	
2.	Case modelling construction	Taking LEGO® Serious Play® as a methodology basis, this is an exercise to create a business report from the individual and group analysis of the key elements that must support an adequate international business strategy	50	
3.				
...				
Total			BS: 70	BN:

Total AS+BS = ...98....

Examination (E) =

Total AS+BS+E= ...98....

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	Knows and understands to a greater extent selected theories explaining the functioning of international business within paradigms and cognitive approaches used in economic sciences and the sciences of organization and management, and the process of their evolution. Has in-depth knowledge of the location of the theoretical foundations of international business in relation to the system of social sciences and other sciences. Understands the interdependencies between the fields of knowledge explaining international business.	Case modelling written report	Raw materials gathered from lab class
IB2_K02	Knows and understands the main development trends in the field of international business and within paradigms and cognitive approaches used in economic sciences and organization and management sciences.	Case modelling written report	Raw materials gathered from lab class
<u>Skills</u>			
IB2_S01	Is able to use in-depth knowledge in the process of formulating and innovative solving of complex, unusual problems in the area of domestic and international socio-economic processes.	Case study Presentations and answers	Copies of case study presentations and answers
IB2_S02	Can apply the acquired theoretical knowledge in the field of international management and related academic disciplines to analyze and evaluate the	Case study Presentations and	Copies of case

	situation of entities operating on domestic and international markets. Can create advanced business strategies, formulate strategic recommendations and management implications, and communicate them to the environment in the form of his own oral and written statements as well as during debates and discussions.	answers	study presentations and answers
Social competences			
IB2_C02	Is ready to recognize the importance of acquired knowledge in the field of international management and related academic disciplines in solving cognitive and practical problems and to consult experts in the event of difficulties in solving the problem on its own.	Class discussions	Assessment of class activity
IB2_C03	It is ready to initiate, cooperate and engage in the preparation and implementation of comprehensive social projects. He can work for the benefit of the social environment.	Class discussions	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.	Case modelling written report	Written report based on Lab Class activity with LEGO® Serious Play® applied to International Business Strategy	65 %
2.	Case studies	Case studies – presentations and answers to case study questions – individual work	25 %
3.	Class activity	Participation in class discussion during lectures and case studies presentations – individual work	10 %

* 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.

Garr Reynolds, Presentation Zen: Simple Ideas on Presentation Design and Delivery, New Riders, Berkeley, CA, 2008.

Domingo Cabeza, Pelayo Corella, Carlos Jiménez, Negociación Intercultural, 1ª edición, Barcelona, 2013.

19. Language of instruction: English

20. Course instructors' recommendations: