

| ENGLISH – SYLLABUS (SPECIALTY) | | | | | |
|---|-------------------|-------------------|----------------------------|---------|-------------|
| SUBJECT: INTERNATIONAL COMPANY ENVIRONMENT ANALYSIS | | | | | |
| Studies: Management 1 cycle studies Management Specialty: International Business And Tourism | | | Faculty: Management | | |
| Subject status | Type of studies | Semester/ Term | Teaching hours | | ECTS Points |
| | | | lectures | classes | |
| | Full time studies | 4 | - | 30 | 3 |
| Course description: The study programme on International Company Environment Analysis provides students with a comprehensive framework to examine and interpret the complex global business landscape. It focuses on dissecting the multifaceted factors that influence the operational dynamics of companies operating across borders. The curriculum emphasizes the critical analysis of global market structures, trade policies, geopolitical influences, economic fluctuations, and technological advancements shaping international business environments. It aims to equip students with analytical tools and methodologies to assess the competitive landscape and identify opportunities and threats for companies expanding internationally. Students delve into understanding the intricate interplay between culture and business, recognizing how cultural diversity impacts organizational strategies, marketing approaches, and consumer behavior in various global markets. Moreover, the program addresses risk management strategies, highlighting the identification and mitigation of risks inherent in international business operations. It emphasizes the significance of ethical conduct and sustainable practices in the global business environment, considering the social, environmental, and economic implications of business decisions. The course is filled in with many case studies and practical examples of International company environment analysis problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course. | | | | | |
| COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Comprehensive Understanding of Global Business Environments: To enable students to analyze the diverse factors influencing international business operations. 2. Strategic Assessment Skills: To develop students' ability to evaluate global market dynamics and make informed strategic decisions for companies operating internationally. 3. Cultural Awareness and Adaptability: To cultivate an understanding of cultural nuances and their impact on business environments worldwide. 4. Risk Assessment and Mitigation: To equip students with tools to identify, assess, and manage risks associated with the global business landscape. 5. Technological and Innovation Considerations: To explore the role of technology and innovation in shaping international business environments. 6. Ethical and Sustainable Practices: To emphasize the importance of ethical conduct and sustainability in the context of international business environments. 7. Effective Communication and Negotiation Skills: To enhance students' abilities to communicate and negotiate in diverse global business settings. Teaching the functions and role of international company environment analysis for contemporary market entities, developing skills in solving international company problems, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on international company environment analysis problems. Training of social competences related to collective problem | | | | | |

solving and preparing and introducing all stages of international company environment analysis in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

| | |
|-------------|-------------------------|
| 100% - 85% | 5.0 (excellent) |
| 84,9% - 75% | 4.5 (very good) |
| 74,9% - 70% | 4.0 (good) |
| 69,9% - 60% | 3.5 (very satisfactory) |
| 50% - 59,9% | 3.0 (satisfactory) |
| < 50% | 2.0 (failure) |

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The study programme on International Company Environment Analysis provides students with a comprehensive framework to examine and interpret the complex global business landscape. It focuses on dissecting the multifaceted factors that influence the operational dynamics of companies operating across borders. The curriculum emphasizes the critical analysis of global market structures, trade policies, geopolitical influences, economic fluctuations, and technological advancements shaping international business environments. It aims to equip students with analytical tools and methodologies to assess the competitive landscape and identify opportunities and threats for companies expanding internationally. Students delve into understanding the intricate interplay between culture and business, recognizing how cultural diversity impacts organizational strategies, marketing approaches, and consumer behavior in various global markets. Moreover, the program addresses risk management strategies, highlighting the identification and mitigation of risks inherent in international business operations. It emphasizes the significance of ethical conduct and sustainable practices in the global business environment, considering the social, environmental, and economic implications of business decisions.

Main topics:

1. Introduction to International Business Environment Analysis
2. Global Market Analysis and Trends
3. Cultural Factors in International Business Environments
4. Risk Assessment and Management in Global Operations
5. Technology and Innovation in Global Business Environments
6. Sustainable Practices in International Environment

Literature**Main texts:**

1. Daniels, John D., Radebaugh, Lee H., Sullivan, Daniel P.- "International Business: Environments and Operations" - Pearson - 2019
2. Morrison, James C. - "International Business: Text and Cases" - Routledge - 2019
3. Peng, Mike W.- "Global Business Strategy" - Cengage Learning - 2019
4. Dunning, John H., Lundan, Sarianna M. - "Multinational Enterprises and the Global Economy" - Edward Elgar Publishing - 2018

Additional required reading material:

1. Hill, Charles W. L. - "Global Business Today" - McGraw-Hill Education - 2018
2. Rugman, Alan M., Collinson, Simon - "International Business" - Pearson - 2019

Rules of the exams on subject (Assessments)

Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:

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