

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

INTERNATIONAL COMPANY ENVIRONMENT ANALYSIS

Studies: Management

I cycle studies
Management
Specialty: Modern Business Management

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 program on International Company Environment Analysis is designed to equip students with the analytical skills and knowledge required to comprehend and navigate the complex global business landscape. This interdisciplinary program merges elements from economics, political science, sociology, and business studies to provide a holistic understanding of international business environments. Students will delve into analyzing various facets of the global business environment, including economic indicators, market structures, political landscapes, socio-cultural dimensions, and technological advancements impacting international companies. Understanding these components forms the basis for effective decision-making and strategic planning in global business operations. The curriculum emphasizes the development of analytical skills necessary for market analysis across different international contexts. Students will learn to identify opportunities, assess risks, and evaluate competitive landscapes in diverse markets, enabling them to make informed decisions when entering or expanding into new regions. Moreover, the program focuses on risk assessment and mitigation strategies, ensuring students can anticipate and address challenges associated with international business operations. Cultural competence development will be a crucial aspect, enabling students to navigate cultural differences and understand consumer behavior in diverse global markets. Additionally, students will gain insights into international policies, trade agreements, and regulatory frameworks influencing business operations across borders, enhancing their ability to navigate legal and political landscapes. Practical applications, case studies, and projects will enable students to apply their analytical skills to real-world scenarios, developing strategic business plans aligned with the global business environment. The course is filled in with many case studies and practical examples of international company environment analysis, 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:

1. **Comprehensive Understanding:** Develop a comprehensive understanding of the global business environment, including economic, political, social, and cultural factors impacting international companies.
2. **Market Analysis Skills:** Acquire skills to conduct thorough market analyses across diverse international contexts to identify opportunities and risks.
3. **Strategic Decision-Making:** Enable students to make informed strategic decisions by analyzing competitive landscapes and industry trends in various global markets.
4. **Risk Assessment and Mitigation:** Learn to assess and mitigate risks associated with international business operations, including political instability, economic fluctuations, and cultural differences.
5. **Cultural Competence:** Develop cultural competence to navigate diverse cultural settings, understand consumer behavior, and tailor business strategies accordingly.

6. Policy and Regulatory Understanding: Gain insights into international policies, regulations, and trade agreements that impact business operations across borders.
7. Application of Analysis in Business Strategy: Apply environmental analysis insights in developing effective business strategies for international expansion and growth.

Teaching the functions and role of international company environment analysis for contemporary market entities, developing skills in solving international company environment analysis, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on international company environment analysis. 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)

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Main topics:

1. Introduction to International Business Environment Analysis
2. Economic Indicators and Market Analysis in Global Contexts
3. Political and Regulatory Environments in International Business
4. Cultural Dimensions and Consumer Behavior in Global Environment
5. Risk Assessment and Mitigation Strategies for International Environment
6. Global Trade Agreements and Their Impact on Business Environment
7. Strategic Decision-Making for International Environment Expansion

Literature

Main texts:

1. Daniels, John D. et al. - "International Business: Environments and Operations" - Pearson (2018)
2. Rugman, Alan M. & Collinson, Simon - "International Business" - Pearson (2018)
3. Hill, Charles W. L. & Hult, G. Tomas M. - "International Business: Competing in the Global Marketplace" - McGraw-Hill Education (2018)

Additional required reading material:

1. Peng, Mike W. - "Global Business" - Cengage Learning (2017)
2. Cullen, John B. & Parboteeah, K. Praveen - "International Business: Strategy and the Multinational Company" - Routledge (2018)

Rules of the exams on subject (Assessments)

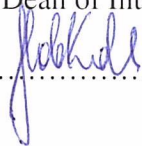
Lectures – n/a

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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