

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT: INTERNATIONALISATION OF COMPANIES					
Studies: Management I 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	20	16	4
Course description: The study program on Internationalisation of Companies delves into the intricacies of expanding businesses beyond national borders. It examines the multifaceted landscape of global commerce, emphasizing the strategic, operational, and cultural dimensions inherent in international business endeavors. Students explore fundamental theories and practical frameworks that underpin successful Internationalisation strategies. The curriculum emphasizes a comprehensive understanding of global market dynamics, encompassing factors such as trade regulations, geopolitical climates, economic trends, and cultural diversities that influence business operations worldwide. The program focuses on nurturing strategic thinking and managerial acumen to navigate the complexities of international markets. It encourages students to develop innovative approaches for market entry, expansion, and sustainability in diverse global environments. Emphasis is placed on fostering cultural competence, communication skills, and an appreciation for diversity to effectively engage with international stakeholders. Moreover, the curriculum equips students with tools to assess and mitigate risks associated with international business ventures, fostering an understanding of the importance of ethical and sustainable practices in global commerce. The course is filled in with many case studies and practical examples of Internationalisation of companies 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. Understanding international Market Dynamics: To equip students with knowledge about the complexities, opportunities, and challenges of international markets. 2. Developing Strategic Management Skills on international market: To enable students to create effective internationalization strategies for companies, considering cultural, economic, and geopolitical factors. 3. Cultural Competence and international communication: To foster cross-cultural communication skills and an understanding of diverse cultural nuances impacting international business operations. 4. Risk Assessment and Management: To teach methods for identifying, analyzing, and mitigating risks associated with international business ventures. 5. Ethical and Sustainable international and global Practices: To instill an understanding of ethical considerations and sustainability practices in international business operations. Teaching the functions and role of Internationalization of companies for contemporary market entities, developing skills in solving internationalization problems, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on Internationalisation of companies problems. Training of social competences related to collective problem solving and preparing and introducing all stages of international business and tourism in contemporary world.					

COURSE EVALUATION:

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

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

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 program on Internationalisation of Companies delves into the intricacies of expanding businesses beyond national borders. It examines the multifaceted landscape of global commerce, emphasizing the strategic, operational, and cultural dimensions inherent in international business endeavors. Students explore fundamental theories and practical frameworks that underpin successful internationalization strategies. The curriculum emphasizes a comprehensive understanding of global and international market dynamics, encompassing factors such as trade regulations, geopolitical climates, economic trends, and cultural diversities that influence business operations worldwide. The program focuses on nurturing strategic thinking and managerial acumen to navigate the complexities of international markets. It encourages students to develop innovative approaches for market entry, expansion, and sustainability in diverse global environments. Emphasis is placed on fostering cultural competence, communication skills, and an appreciation for diversity to effectively engage with international stakeholders. Moreover, the curriculum equips students with tools to assess and mitigate risks associated with international business ventures, fostering an understanding of the importance of ethical and sustainable practices in global commerce.

Main topics:

1. Introduction to International Business: Overview of key concepts and theories in international business.
2. Theories of Internationalization: Exploring models such as the Uppsala model, the eclectic paradigm, and the born-global perspective.
3. International Market Entry Strategies: Examining different modes of entry, including exporting, licensing, joint ventures, and wholly-owned subsidiaries.

4. Cultural Intelligence and Global Leadership: Understanding the importance of cultural awareness in international business and effective leadership in a global context.
5. Global Supply Chain Management: Analysing the complexities and challenges of managing supply chains across international borders.
6. Global Marketing Strategies: Discussing how companies adapt their marketing strategies for diverse international markets.
7. Political and Legal Environment of International Business: Exploring the impact of political and legal factors on the internationalization process.
8. Risk Management in International Business: Assessing various types of risks (political, economic, cultural) and strategies to mitigate them.
9. Global Corporate Social Responsibility (CSR): Discussing the role of companies in promoting ethical business practices on a global scale.
10. Emerging Trends in International Business: Exploring current and future trends shaping the international business landscape, such as digitalization, sustainability, and geopolitical shifts.

Literature

Main texts:

1. John H. Dunning, The Internationalization of Business, Routledge, 2013
2. Charles W. L. Hill and G. Tomas M. Hult, Global Business Today, McGraw-Hill Education, 2020
3. Charles W. L. Hill, International Business: Competing in the Global Marketplace, McGraw-Hill Education, 2017
4. Anna-Lena Claeys-Kulik and Örjan Sölvell, Born Global: The Entrepreneurial Challenge of Globalization, McGraw-Hill Education, 2011
5. John D. Daniels and Lee H. Radebaugh, International Business: Environments and Operations, Pearson, 2018
6. Andrew Inkpen and Kannan Ramaswamy, Global Strategy: Creating and Sustaining Advantage across Borders, Oxford University Press, 2006
7. Alan M. Rugman and Simon Collinson, The Strategy of International Business, Oxford University Press, 2012
8. Ricky W. Griffin and Mike W. Pustay, International Business: A Managerial Perspective, Pearson, 2018
9. Warren J. Keegan and Mark C. Green, Global Marketing Management, Pearson, 2019
10. Fred Luthans and Jonathan P. Doh, International Management: Culture, Strategy, and Behavior, McGraw-Hill Education, 2018

Additional required reading material:

1. Morrison, James - "International Business: Challenges in a Changing World" - Palgrave Macmillan - 2018
2. Ghemawat, Pankaj - "The New Global Road Map: Enduring Strategies for Turbulent Times" - Harvard Business Review Press - 2018
3. Beamish, Paul W. - "Strategic Management: Creating Competitive Advantages" - Routledge - 2019
4. Rugman, Alan M. - "The Oxford Handbook of International Business" - Oxford University Press - 2018
5. Peng, Mike W. - "Global Business" - Cengage Learning - 2019
6. Cavusgil, S. Tamer, Knight, Gary, Riesenberger, John R. - "International Business: The New Realities" - Pearson - 2018
7. Daniels, John D., Radebaugh, Lee H., Sullivan, Daniel P. - "International Business: Environments and Operations" - Pearson - 2019
8. Hill, Charles W. L., Hult, G. Tomas M. - "International Business: Competing in the Global Marketplace" - McGraw-Hill Education - 2018

Rules of the exams on subject (Assessments)

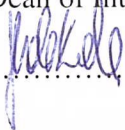
Lectures – Written exam (test and case study)

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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