

SUBJECT:	Strategies in International Business		
HOURS:	30	ECTS:	7
semester	Summer	Academic year	

Name/title of the author:	
Course Description:	<p>The course is focused upon strategies of various types of companies on contemporary global market. Attention will be put to the specificity of the global market – turbulence, uncertainty, complexity, changing meaning of the sense of internationalization. In the course new theoretical ideas of international business – changing patterns of markets, networks, cooperation, competition and competitiveness, sustainability, will be presented. They will be illustrated with case studies concerning, transnational, medium-size and small-size companies operating on international markets.</p>
Learning Outcomes (Goals and Objectives of the course):	<p>The main aim of the course is to develop both specialised knowledge and skills relating to the strategies on international markets. Upon completing the course the participants should be able to:</p> <ul style="list-style-type: none"> <li>– understand traditional approaches applied in strategic management on international markets,</li> <li>– understand modern approaches applied in international strategic management,</li> <li>– identify determinants of international business strategies</li> <li>– understand specificity of global strategies</li> </ul>
Entrance qualifications:	Advanced economics, advanced econometrics, globalization, international political relations
Course Content:	<ol style="list-style-type: none"> <li>1. Interpretations of company <ol style="list-style-type: none"> <li>1.1. Theories of the firm</li> <li>1.2. Company and its environment</li> <li>1.3. New forms of companies – networks, learning organizations</li> <li>1.4. Determinants of development of companies</li> </ol> </li> <li>2. Internationalization of companies <ol style="list-style-type: none"> <li>2.1. Motivations and forms of internationalization</li> <li>2.2. Mergers &amp; acquisitions</li> <li>2.3. Foreign direct investment in modern economy</li> </ol> </li> <li>3. Globalization of business <ol style="list-style-type: none"> <li>3.1. Characteristics of globalization</li> <li>3.2. International markets</li> <li>3.3. Specificity of global market</li> <li>3.4. New patterns of competition and cooperation on international market</li> </ol> </li> <li>4. Determinants of competitiveness on international markets <ol style="list-style-type: none"> <li>4.1. Environment</li> <li>4.2. Company resources</li> <li>4.3. Country conditions</li> <li>4.4. The role of culture</li> </ol> </li> <li>5. Strategies on international markets</li> </ol>

	<ul style="list-style-type: none"> <li>5.1. Assumptions of international business strategies</li> <li>5.2. Classic strategies, e.g. concepts of H. Perlmutter, M. Porter)</li> <li>5.3. The concept of C. Bartlett and S. Ghoshal</li> <li>5.4. Modern concepts, e.g. "Blue Ocean Strategy"</li> </ul> <ul style="list-style-type: none"> <li>6. Global strategies <ul style="list-style-type: none"> <li>6.1. A survey of global strategies</li> <li>6.2. Examples of global strategies</li> <li>6.3. Evolution of global strategies</li> </ul> </li> <li>7. International strategies of companies - examples <ul style="list-style-type: none"> <li>7.1. Transnational companies</li> <li>7.2. Medium-size companies</li> <li>7.3. Small-size companies</li> </ul> </li> </ul>
Assessment policy (examination):	Examination (written), case studies, discussion, activity and attendance
Course materials/bibliography:	<p>Johnson Gary, Scholes Kevin, Whittington, Richard, 2008. Exploring Corporate Strategy, 8th Edition, FT Prentice Hall, Essex, (also editions published after 2004)</p> <p>Morschett Dirk, Schramm-Klein Hanna, Zentes Joachim, 2010. Strategic International Management. Text and Cases. Springer Verlag, Heidelberg-Berlin</p> <p>Stiglitz Joseph E., 2002. Globalization and Its Discontents. W.W. Norton and Company, New York.</p> <p>Verbeke Alain, 2013. International Business Strategy, Cambridge University Press, Cambridge</p>
Methods of Instruction:	Lectures, discussions, case studies
Notes / suggestions:	