

Course title: **INTERNATIONAL BUSINESS STRATEGIES**

Studies: International Business

Course description form (syllabus form)

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	general academic					
Semester	VI					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15	-	-	15	-	-
Number of ECTS	4					
Examination	Graded credit					
Language	English					
Content author	Artur Skrzycki MA					
Course objectives						
Introducing students to the terminology in the field of strategic management of international organizations and addressing specific challenges related to conducting international business.						
Prerequisites						
Basic knowledge in the field of economics and management; proficient command of the English language (B2 level)						
Student workload						
1. Class sessions (including assessment and examination) - 30 hours 2. Reading literature for classes - 20 hours 3. Preparing assignments - 20 hours 4. Assessment preparation - 28 hours 5. Consultations - 2 hours TOTAL: 100 hours (4 ECTS)						
Short description						
The fundamental nature of business activities on the international stage, strategic concepts in international business, threats and opportunities associated with conducting business on an international scale, the context of the international business environment, international market segmentation, etc.						
Learning outcomes						
<p>KNOWLEDGE:</p> <p>W01. Participants will possess advanced knowledge regarding the place of international strategies in the field of management sciences and quality in the realm of social sciences and related disciplines, concerning the essence, regularities, and challenges of organizational functioning, as well as the major developmental trends in this discipline (IB1_W01&02).</p> <p>W02. Participants will demonstrate an in-depth understanding of the terminology used in management and quality sciences, along with the ability to apply it in the field of social sciences. Additionally, exhibits proficiency in the methods and tools characteristic of social sciences in the realm of management and quality, with a particular focus on international strategic management orientation (IB1_W03).</p> <p>W03. Participants will possess advanced knowledge of selected methods and tools for acquiring, analyzing, presenting data, and modeling social and economic phenomena to aid decision-making in organizations under unpredictable conditions, applicable in strategic management of international organizations (IB1_W04).</p> <p>SKILLS:</p> <p>U01. Participants will be able to apply the knowledge in the field of management and quality sciences, as well as other disciplines, for the accurate, creative interpretation of social phenomena. This enables effective and efficient execution of managerial tasks in the strategic management of international organizations (IB1_U01-02).</p> <p>U02. Participants will be able to leverage knowledge in the management of human, material, financial, and informational resources in the strategic management of international organizations. This includes formulating and solving complex and atypical problems, adapting existing or developing new methods and tools. Adheres to ethical standards related to work and team management (IB1_U03-04).</p> <p>U03. Participants will be able to create written works, prepare oral presentations, and engage in debates on issues related to the strategic management of international organizations, using specialized terminology (IB1_U05-06).</p> <p>COMPETENCIES:</p> <p>U</p> <p>K01. Participants will develop their social and interpersonal skills by assessing and updating the knowledge in resolving issues related to international strategy (IB1_K01).</p> <p>K02. Participants will develop their social and interpersonal skills by learning to think and act entrepreneurially when taking initiatives and addressing economic challenges of international business (IB1_K02-03).</p> <p>K03. Participants will develop their social and interpersonal skills by preparing to adhere to and promote the principles of professional ethics and to assume responsibility associated with the profession (IB1_K04).</p>						

Form of verification
<ol style="list-style-type: none"> 1. All presentations, whether conducted individually or in groups, are subject to assessment. A necessary condition for receiving a positive grade is fulfilling the obligation to deliver the presentation to the instructor. 2. The final grade for the exercises is the average result of partial assessments from task completion during classes, presentations, and potential colloquiums.
Detailed data
Type of course: Lecture/ Conversatorium
Bibliography
Bibliography: 1. INTERNATIONAL BUSINESS: COMPETING IN THE GLOBAL MARKETPLACE, Charles W. L. Hill.-9th ed., McGraw-Hill/Irwin 2013 2. International Business Strategy, Verbeke Alain, Cambridge University Press, 2014 3. International Business, Global Edition, Griffin Ricky, Pearson Education, 2015 Supplementary: 1. The Oxford Handbook of International Business Strategy, Praca zbiorowa, Oxford University Press, 2020 2. International Business, Opracowanie zbiorowe, Taylor & Francis, 2021
Range of content
Lectures <ol style="list-style-type: none"> 1. Introduction to International Business Activities: Understanding the Distinctions Between Domestic and Foreign Business Operations. 2. Global Economic Regions: Analysis of the World's Economic Blocks - EU, NAFTA, and Beyond. 3. Threats and Opportunities in International Business: Assessing Risks and Capitalizing on Global Opportunities. 4. Strategic Concepts in International Business: Overview of Key Frameworks and Approaches. 5. The Environment of International Business: Factors Influencing Global Business Activities and Market Segmentation. 6. Entering Foreign Markets: Introduction to Entry Strategies for International Markets. 7. Continuation of Entry Strategies: Deep Dive into Various Approaches for Penetrating Foreign Markets. 8. Product, Price, Promotion, and Distribution Policies in International Business: Crafting Strategies for Global Markets. 9. Organizing for International Business Practices: Structural Considerations and Global Operations Management. 10. International Business Ethics: Navigating Ethical Dilemmas in a Global Business Environment. 11. Cross-Cultural Communication in International Business: Strategies for Effective Interactions. 12. International Business Negotiations: Techniques and Challenges in Global Deal-Making. Conversatorium: <ol style="list-style-type: none"> 1. Comparative Analysis of Domestic and International Business Practices: Case Studies and Discussions. 2. Economic Integration: Examining the Impact and Challenges of Regional Economic Blocs. 3. Risk Management in International Business: Developing Strategies to Mitigate Global Business Risks. 4. Practical Application of Strategic Concepts: Case Studies Illustrating Successful International Business Strategies. 5. Market Segmentation in International Business: Group Exercises on Identifying and Targeting Global Consumer Segments. 6. Real-Life Examples of Entry Strategies: Analyzing Successful and Unsuccessful Market Entries. 7. Global Marketing Mix: Interactive Session on Crafting Effective Global Product, Price, Promotion, and Distribution Strategies. 8. International Business Case Analysis: Applying Organizational Theory to Real-World Business Scenarios. 9. Cultural Intelligence in International Business: Enhancing Cross-Cultural Competence. 10. Role Play: Simulating International Business Negotiations and Resolving Complex Situations. 11. International Business Law and Ethics: Understanding Legal Considerations in Global Business Practices. 12. Insights from Industry Professionals on International Business Challenges and Success Stories.
Didactic methods
<ol style="list-style-type: none"> 1. Lecture 2. Group Discussion 3. Partial tasks conducted in groups or individually 4. Multimedia Presentations 5. Case Study 6. Independent Work with Source Literature
Assessment methods and assessment criteria
<ol style="list-style-type: none"> 1. Participation in Classes Evaluation 2. Task Completion 3. Presentation Preparation <p>Grading Scale:</p> <ul style="list-style-type: none"> • Presentations and assignments meeting the minimum requirements - Pass (dst) • Presentations and assignments containing all necessary, coherent, and logical content - Credit (db) • Presentations and assignments containing all necessary, coherent, and logical information, presented in an interesting format, with personal conclusions - Distinction (bdb)