

Course title	International Business Management					ECTS code	14.3.EM.KL.1085					
						ECTS credits	5					
Name of unit administrating study	IHZ	Field of study	MSG**			Field of specialisation	IB;					
Teaching staff	Renata Orłowska, PhD											
Number of hours												
Lectures	15	Classes	15	Tutorials	0	Laboratory		Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	3 SS1,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	6,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	obligatory					
Total number of hours:						0	Language of instruction:	English				
Teaching form	in-class learning Wydział Ekonomiczny											
Teaching methods	Lectures including multimodal presentations, Activating methods in training classes, Collaborating, group activities,											
Prerequisites (required courses and introductory requirements)												
Required courses	International Economic Relations I											
Introductory requirements												
Assessment method, forms and criteria												
Assessment method	Exam											
Assessment criteria	<p><b>Group Project description:</b></p> <p>Name of choosen region/country:</p> <p>Name of choosen company:</p> <ol style="list-style-type: none"> <li>1. Description of CSA and FSA factors</li> <li>2. FSA-CSA Matris</li> <li>3. The VRIO Framework: description of strong and weak sides, VRIO model and decission making proces</li> <li>4. Entry mode</li> </ol> <p>Home tasks, tests - 10 points</p> <p>Classroom activities, team works, classroom discussion - 10 points</p> <p>Final group project - 30 points</p> <p>50-45points - very good (5);</p> <p>44- 40 points - good plus (4+);</p> <p>39 - 35 points - good (4);</p> <p>34 - 30 points - satisfactory plus (3+);</p> <p>29-25 points - satisfactory (3);</p>											

	Below 25points unsatisfactory (2)
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Course objectives	
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This course provides an overview of the most important topics in international business, including emerging markets, globalisation and comparing markets and business environments in different regions and countries.

As well as building an understanding of multinational companies and their strategies, students will explore how 'local' companies compete against global players.

Learning outcomes	
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Knowledge	MSG1_W02	Student understands and is able to correctly use and interpret terms with regard to international business and makes a distinction between theories and concepts of international business
	MSG1_W03	Student has fundamental knowledge about various and essential elements of business structures and institutions, and relations on international market
	MSG1_W05	Student knows differences between international and domestic business and has a deep understanding of business governing regulations in the national, international and global context
	MSG1_W10	Student understands links between global world players with special emphasis on causes, conformity with the rules, magnitude and consequences for the international business
	MSG1_W11	Student has an advanced knowledge about international business institutions and organizations

Verification of learning outcomes - Knowledge											
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Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_W02					X			X	X		X
MSG1_W03					X			X	X		X
MSG1_W05								X	X		X
MSG1_W10								X	X		X
MSG1_W11								X	X		X

Skills	MSG1_U01	Student is able to interpret and critically analyse problems and processes of the international business. Student is able to analyse statistical data and knows data sources and their relativeness to international business management. Student is able to use basic terms describing international business
	MSG1_U02	Student has an ability to correctly interpret and assess international business undertakings and business relations between subjects of the world economy and is able to give an adequate interpretation of different aspects of international business
	MSG1_U03	Student uses theoretical phenomena of the international business functioning and can analyze and interpret statistical data and rates allowing to discuss on problems related to international business
	MSG1_U07	Student has an ability to formulate simple research hypothesis and to conduct discussions on business processes taking place in the international market and is able to use correctly terminology regarding the international business
	MSG1_U12	Student can formulate own arguments supported by some theories and opinions presented by distinguished authors and experts as well as statistical data
	MSG1_U16	Student can speak (discussion and presentation) and write in English (project) using international business terminology.

Verification of learning outcomes - Skills											
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Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project

MSG1_U01								X	X	X	X
MSG1_U02								X	X	X	X
MSG1_U03					X			X	X	X	X
MSG1_U07									X	X	X
MSG1_U12									X	X	X
MSG1_U16						X			X		X
MSG1_U16											

Attitudes	MSG1_K01	Student will get an expertise in the field of international business management what will help to understand the complex interplay between international institutions, multinational corporations and markets. Getting to know permanently changing of international business environment student will realize the importance of the necessity of life-long learning to be able to catch up with these developments, and will acquire competence to use adequate arguments in discussions on international business
	MSG1_K05	Student will have an ability to engage in international endeavours, enhancement of assertiveness and entrepreneurship, what can be important for those who will start-up their own firms as well as those at the vanguard of international business operations and strategy. A deep understanding and knowledge of causes-and-effects links between different subjects of international business will influence student's ethical behaviour in professional live

**Verification of learning outcomes - Attitudes**

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG1_K01					X	X			X		X
MSG1_K05							X	X	X		X

**Course contents**
**Part I (lectures) International Business Management**
**1.Introduction to International Business**

## 1.1Definition

## 1.2Features of International Business

## 1.3Process of internationalization

## 1.4Approaches in International Business

## 1.5Theories of International Business

## 1.6International business in the modern era

**2.General Frameworks in International Business**

## 2.1 Main Drivers of Globalization (International Business)

## 2.2 The consequences of globalization

## 2.3 The basic components of international business

## 2.4 Firm-specific assets/ownership advantages

## 2.5 Location advantages/country-specific assets

## 2.6 Strategic management of MNEs and steps in the strategic management process

## 2.7 The FSA-CSA matrix

3.MNEs, Innovation and Competitiveness

3.1 Features of MNEs

3.2 Misconceptions about MNEs

3.3 Trends in innovation at the firm and country level

3.4 The resource-based view (RBV)

3.5 The VRIO framework

4.International Business Strategies

4.1 International Business environments

4.2 International strategies

4.3 Regional strategies- case studies: European Union , Japan, North America, Emerging Economies, China

4.4 Global strategies

5. Modes of foreign Market Entry

5.1 Types

5.2 Advantages and disadvantages

Part II (workshops)- Performance Management in the company  
margin calculation, as a meaning of efficiency

1.The formats of with the sales

1.1. the impact of articles that attract customers and products generating the desired economic efficiency in the mix of sales (20/80 rule)

1.2. The selection of merchandise offers in the retail market, impact of the shares of sales product groups in mix of margin (conc. both FMCG and as an eg. credit offer) regarding of calculations:- Cost of sales- The desired margin quota results

2. KPI's Indicators:

2.1. what's this? P&L analysis and interpretation of the result.

2.2. how to create them? - How to create benchmarking, the principle of comparability of data

2.3. KPI impact on the effectiveness of economic projects and the assessment tasks and strategies by subordinate units sales

3. The impact of the ownership structure on the KPI's selection, their interpretation and accepted priorities in targets achieving

3.1. selected KPIs - examples

3.2. KPI and strategy, and the duration of the company on the market

3.3. KPI and ownership structure based on examples of companies:- Stock Exchange company with a majority of private shareholders- Stock Exchange company with the majority of institutional shareholders- A commercial company with a shareholding investment fund- Blue chips- Family's Corporations- Start 'up- Non-profit organizations- Centres of common costs- SPVs and incorporated form of cost optimisation

4. The management of the change, on the example of ROYAL AHOLD

5. Channels of sales and omni-channel, the calculation of the profitability of sales

5.1. how a way of distributing affect the result - an analogy to the calculation of the margin per format

5.2. how the customer behave affect the distribution - what is B2B, B2C, D2D.

5.3. whether it is reasonable to create a face to face customer service points?, on the example of:- Telecommunications companies- Electricity distribution companies- Low cost airlines

5.4. What are the associated (as above) barriers and opportunities- whether everything could be sold in the internet- how the

Internet determines the customers behaviour- is it easier to come with the novelties to the target customers on the FMCG through the internet, or on the traditional market?- Whether similar problems could be met with luxury goods and financial offers?

6. The importance of emotions in the process of buying and selling

6.1. In the process of purchasing FMCG do we just fulfil the fridge?

6.2. Whether in the era of social media, is there still "whisper marketing" efficient?

6.3. What is the "lipstick effect" in the sales process and why usually are sold a condoms only in XL size? What's the difference between the rubber, padded Hunters boots from felted rain galosh?

6.4. Why will still exist LIDL supermarket? - case study

6.5. Why there are APPLE Store? - case study    6.6. How to sell cars, motorcycles and yachts? - case study

6.7. Whether are there the similar colocations on purchases of investment goods?

7. Strategies and failures at the entrance to foreign markets:

7.1. Sephora in Japan - case study

7.2. Case study of Carrefour in Japan

7.3. Case study of Lidl in Norway

7.4. Chevrolet in Mexico - case study

7.5. Case study of REMA 1000 in Central Europe

7.6. Anglo-Saxon investment companies in the Middle East

8. Quality management and "culture" of effective implementation of assumptions:

8.1. Why in the 80s of the XXth century the Japanese products, in place of the American automotive industry, began to dominate? What makes the success of Audi and BMW? - case study

8.2. Why Blackberry did not dominate the Apple? How Samsung's has reached the success in many branches of electronics devices? -case study

8.3. Why are there divisions of R&D and Quality Management? - case study

8.4. Who is responsible for the quality in the company?

8.5. Is it possible to skip the quality of subcontractors, outsourcing companies and ancillary processes?

8.6. ISO, Total Quality Management.

9. The strategy of the low prices:

9.1. What is the strategy of low prices and where it could be applied?

9.2. Different pricing strategies and how is the customer's perception of price offers?

9.3. How the strategy of low prices determines the operation of the company, on ex. of Walmart, Guard and Security companies, cleaning services.

9.4. Does the low price means everything? How does it relate to the effectiveness of discount and to the offer of telecommunication companies?

9.5. Does the strategy of low prices means actually a strategy of minimized costs, combined with the effect of synergies? Is it a proper the way to maximize margins and success in the perception of prices by the customers?

#### Recommended reading lists

A.M.Rugman, S.Collinson, International business, 5th or 6th edition, Pearson

Useful websites for students



<http://www.managementstudyguide.com/>

<http://www.valuebasedmanagement.net/>

<http://www.managementheaven.com>

Contact

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\* SS1 - undergraduate studies \* SS2 - graduate studies \* SDang - doctoral studies

\*\* MSG - International Economic Relations