

## IP\_314 International Management

**Instructor:** Doc. Ing. Mikuláš Pichanič, CSc.

### **Aims of the course:**

The aim of the course is to deepen and increase the knowledge of specifics connected with the activities of MNC. Students will study organizational structures, managerial philosophy in host countries and techniques for increase of added value within multinational production and business chains and methods of managing international teams.

### **Learning outcomes and competences:**

Upon successful completion of this course students will be able:

- to explain the specifics of international management
- to evaluate possible entry modes on international markets
- to learn how to work in compliance with multilateral treaties accepted by members of WTO
- will learn how to use models for evaluation of international business environment
- to master the methods and calculation techniques for evaluation of FDI
- create multi-domestic strategy
- will learn how to select the appropriate cross cultural managerial style
- will be able to apply the latest approaches and techniques of management in day to day business activities of MNC.

### **Course content:**

The development of globalization and its impact on the entrepreneurship, economics and management

The globalization cycles and the role of multinational corporations in increasing country competitiveness

Globalization of finance, foreign direct investment, mergers and acquisitions, outsourcing of production and tertiary sector of economy

Organizational structure and managerial philosophy of management of host country branches.

International human resources management

Business ethic, corporate social responsibility.

Grading scale:

<b>Grade</b>	<b>%</b>
1	90 - 100
2	75 - 89
3	60 - 74
Failed	below 60

### **Teaching methods and workload (hours of workloads):**

Attendance and participation in seminars/workshops/tutorials	52	hours
Preparation for seminars/workshops/tutorials	30	hours
Preparation of mid-term test	20	hours
Preparation of essay paper	20	hours
Preparation of presentation	34	hours
Preparation for final test	26	hours
<b>Total</b>	<b>182</b>	<b>hours</b>

**Assessment methods (weight):**

Active lecture/seminar/workshop/tutorial participation/ attendance	20	
Mid-term test	20	
Essay paper	20	
Presentation	10	
Final test	30	
<b>Total – maximum</b>		<b>100 %</b>

**Literature:**

	<b>ISBN</b>	<b>Title</b>	<b>Authors</b>	<b>Year</b>
	978-0-324-42177-4	Multinational management : a strategic approach	CULLEN, J B. -- PARBOTEEAH, P.	2008