

Syllabus for course INTERNATIONAL MANAGEMENT

Course code:	IP_314
Course title:	International Management
Number of ECTS credits allocated:	7 (1 ECTS credit = 26 hours of workload)
Mode of delivery:	full-time; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course
Mode of completion:	graded course
Semester:	Fall 2022
Name of lecturer(s):	Ing. Ilya Bolotov, MBA, Ph.D. (examiner, instructor, lecturer) doc. Ing. Mikuláš Pichanič, CSc. (examiner, instructor, lecturer, supervisor)
Prerequisites and co-requisites:	none

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 entry mode and creation of strategies for operation on foreign markets. Creation of 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 using different situational leadership styles.

Learning outcomes and competences:

Upon successful completion of this course, students will be able to:

- to explain the specifics of international management in cross cultural environment
- 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 contents:

WEEK 1 The International Firm and the Manager

What is International Management?

Environment of International Business

Forms of International Business

Internalization of the Firm
Management of Political Risk
Sources of Risk
Home Country
Host Country
Corporate Strategies to Avoid and Reduce Risk
WEEK 2 The Institutional Context of Multinational Management
Global Players in International Business
The Role of Global Business Governance Bodies
Economic Systems
Emerging Giants
WEEK 3 Cross Cultural Issues in MNG
Culture and its composites
Hofstede`s Model
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Implications on MNG- Special Attention to South Korean and Japanese MNC
WEEK 4 the Porters Diamond Model of the Nations Competitiveness
Factor Conditions
Demand Conditions
Related and Supporting Industries
Firm Strategy, Structure, and Rivalry
The Role of Chance
The Role of Government
How to measure the competitiveness of the nations?
The role of MNC in increasing the national competitiveness.
Case: Airbus vs. Boeing Handouts
WEEK 5 the Strategy in International Business
What is Strategy in International Business?
Strategy Formulation
Evolutionary Approach
Low Cost and Differentiation
Multinational or Multidomestic Strategy
Global Strategy
WEEK 6 Strategic Alliances and Equity Investments
The Move to Foreign Investments
FDI
M&A
Reasons for Forming Strategic Alliances and Joint Ventures
The Problem of Ownership
The Alliance Manager
WEEK 7 Organizing the Firms Activities
Operations Management and Activities
Location of Facilities
Access to Markets
Global Sourcing
Logistics and Supply Chain Management

WEEK 8 Organizational Designs and Control of MNC
 Defining Organizational Structure of MNC
 Types of Organizational Structure of MNC
 Organizational Restructuring of MNC
 Control and Control Mechanisms
 The New Business Model
 WEEK 9 Managing Human Resources around the World
 Staffing Philosophies for International Operations
 Developing an International Management Teams
 Motivating and Leading
 Building International Teams
 Managing International Teams
 Expatriate Compensation
 WEEK 10 Recruiting, Selecting, Compensating International Managers
 The process of recruitment
 Selection criteria
 Performance evaluation
 Compensation Approaches
 Training
 Repatriation
 WEEK 11 Business Negotiations
 Business Communication Styles
 Steps in International Negotiations
 The Successful International Negotiator
 WEEK 12 Corporate Social Responsibilities
 Global Business Ethics
 Why is it Important?
 Building the New Contract between MNC and Society
 Ethical Audit
 Decision Making considering Externalities
 MNC and Sustainable Development

Learning activities, teaching methods and workload (hours):

Type of teaching method	Daily attendance
Participation in lectures	26 h
Preparation for lectures	15 h
Attendance at seminars/workshops/tutorials	26 h
Preparation for seminars/workshops/tutorials	15 h
Preparation of term paper	30 h
Preparation of presentation	20 h
Preparation for mid-term test(s)	20 h
Preparation for final test	30 h
Total	182 h

Assessment methods and criteria:

Requirement type	Daily attendance
Active lecture/seminar/workshop/tutorial participation	20 %
Term paper	10 %
Presentation	20 %
Mid-term test(s)	20 %
Final test	30 %
Total	100 %

Assessment:

Graded courses	
1=A	Excellent (90 - 100%)
2=B	Very good (75 - 89%)
3=C	Good (60 - 74%)
4=F	Insufficient (0 - 59%)

Reading:

Type	Author	Title	Published in	Publisher	Year	ISBN
RQ	CULLEN, J B. -- PARBOTEEAH, P.	Multinational management : a strategic approach	[S.I.]	South-Western/Cengage Learning	2014	978-1-285-09622-3

RQ required
RE recommended