

# Syllabus for course INTERNATIONAL STRATEGY OF GLOBAL COMPANIES

<b>Course code:</b>	3SG395
<b>Course title:</b>	International Strategy of Global Companies
<b>Number of ECTS credits allocated:</b>	6 (1 ECTS credit = 26 hours of workload)
<b>Mode of delivery:</b>	full-time; 4/0 (hours of lectures per week / hours of seminars per week) as semestral course
<b>Mode of completion:</b>	graded course
<b>Semester:</b>	Spring 2023
<b>Name of lecturer(s):</b>	Ing. Karel Pernica, Ph.D. (examiner, instructor, lecturer) doc. Ing. Mikuláš Pichanič, CSc. (supervisor)
<b>Prerequisites and co-requisites:</b>	None

## **Aims of the course:**

The aim of the course is to introduce students to strategy in general and to put it in an international context. Based on practical examples, this course gives students the basic knowledge and knowhow to deal with strategic questions regarding the designing the strategy and business development in an international context. The course gives students the necessary knowhow and knowledge for the analysis of the external and internal environment of the company (so called “strategist’s toolbox” of most common frameworks) and its utilization when evaluating potential markets to enter in different countries. A special emphasis is placed on the conditions for doing business in Central and Eastern Europe.

## **Learning outcomes and competences:**

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

- distinguish the level of relevancy and usefulness of available data and information required for quality strategic analysis,
- identify and recognize current and possible future megatrends with a potential impact on the company,
- define major corporate goals and formulate corporate mission and vision statements,
- describe different stakeholder groups, identify their expectations and potential conflicts in the context of international expansion,
- assess macroeconomics factors in various countries with a current and future impact on the company and analyze key players and their power in particular industry,

- critically evaluate real sources of competitive advantages of the company in the context of various competitive landscapes (in various countries),
- construct different future scenarios of the external environment evolution reflecting external and internal environment of the company,
- use a wide palette of tools and frameworks to analyze corporate strategic position in various countries,
- recognize different competitive strategies, critically evaluate their suitability for given company on given market and eventually suggest adjustments of pursued strategies.

### Course contents:

1. Introduction to strategy
2. Problem solving and storytelling
3. Strategizing – setting corporate goals, missioning, visioning
4. Stakeholder analysis
5. Understanding world megatrends
6. External environment (and industry) analysis I – PESTEL, Industry (sector analysis)
7. External environment (and industry) analysis II – Industry dynamics and competitive analysis
8. External environment (and industry) analysis III – 5 forces analysis and scenario planning
9. Internal resources and capabilities analysis
10. Competitive strategies
11. International strategy

Detailed course content and learning outcomes of each lecture will be sent to students at the beginning of the semester.

### Learning activities, teaching methods and workload (hours):

Type of teaching method	Daily attendance
Participation in lectures	52 h
Preparation for lectures	26 h
Preparation of term paper	34 h
Preparation of presentation	22 h
Preparation for final test	22 h
<b>Total</b>	<b>156 h</b>

### Assessment methods and criteria:

Requirement type	Daily attendance
Active lecture/seminar/workshop/tutorial participation	20 %
Term paper	30 %
Presentation	10 %
Final test	40 %
<b>Total</b>	<b>100 %</b>

**Assessment:**

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

Type	Author	Title	Published in	Publisher	Year	ISBN
RQ	JOHNSON, G. -- SCHOLES, K. -- WHITTINGTON, R.	Exploring corporate strategy: text & cases	New York	Pearson	2017	978-1-292-14512-9
RQ	GRANT, R M	Contemporary strategy analysis	Hoboken	Wiley	2022	978-1-119-81523-5
RE	WIT, B D	Strategy: an international perspective	Andover	Cengage Learning	2017	978-1-4737-2515-7

RQ required

RE recommended