

IP_312 – International Strategy of Global Companies

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Grading and assignments

Evaluation:

The final evaluation is based on both: team work assignments and individual performance during the final test. The final grade is built on following criteria:

20 % - In class activities – Based on the Kahoot quizzes which will be held each lecture. 10% accounts for the Kahoot quizzes and presentations of the pre-reading assignments. Students are gaining points only for those quizzes, where they submit at least one correct answer. Attendance accounts for another 10%.

30 % - Team project – Term paper + 10% presentation

During the first three weeks of the semester students will be provided with term paper assignment. All teams are required to assess which market (geographically) would be most suitable to enter. Each team is working for different company from different industry.

Project deliverables: stakeholders' analysis, "high-level" market evaluation, internal resources and capabilities analysis, bilateral comparison of analysed markets, discussion of recommendations for the top management. The project will be assessed based on two main criteria – Content (70% of final grade) and Presentation & Delivery (30% of final grade). More details will be provided at the end of this document.

40 % final test

The test consists of multiple-choice questions.

References:

Required reading:

GRANT, R M.: Contemporary strategy analysis: text and cases, Chichester 2013, Wiley, 978-1-119-94189-7

Recommended reading:

Wit B., Meyer R.: Strategy and international perspective, Cengage Learning, 2020 (or 7th edition) + all the pre-reading texts and cases

Term Paper Assignment - Work required from students' teams

Select any middle sized or large company upon your wish and carry out the analysis to assess the markets to entry. The overall goal is to provide a top management with the recommendation, which market would be most suitable for entry.

Specifically, you are supposed to perform following tasks:

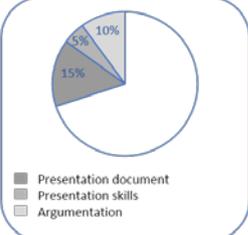
1. Briefly describe the company (history, product portfolio, geographical scope, etc.) (1-2 p.)
2. Analyse and evaluate corporate statements. If needed suggest new ones. (1-2 p.)
3. Pursue stakeholder analysis (1-2p.)
4. Carry out a "high-level" evaluation of selected markets (macro and micro environment). Focus also on the competitive analysis incl. CLC and benchmark the company with major competitors on the market. (5-7 p.)
5. Analyse internal resources of competitive advantage using VRIO/N analysis (2-4 p.)
6. Carry out a comprehensive SWOT analysis (1-2 p.)
7. Evaluate current corporate business strategy (2-3 p.)
8. Carry out a bilateral comparison of selected markets (CAGE and Hofstede's 6 D Model)
9. Suggest recommendation for the Top management regarding the most suitable market for internationalization. (2-4 p.)
10. Compose a catchy, brief but comprehensive executive summary (max. 1000 words)

Important dates: deadline for the term paper submission will be specified during lectures, presentations will take place during the one but last lecture, final test will be held during the last lecture

Scope of the paper: approx. 20-40 pages, font Calibri 11, spacing 1,15 (Word)
10 – 15 PowerPoint slides for class presentation

Required citation style: APA

Assignment evaluation: 0-30 points

Criteria	Description	% of final project grade
Content (70%)	<ul style="list-style-type: none"> ▪ Executive summary: Is it relevant? Is it written in a catchy way? Does it cover the most important findings of the paper? ▪ Analysis quality: Do you assess the environment, possibilities, relations, expectations, stakeholders etc. correctly? Are the proposed scenarios based on trends? Are the data you gathered and analysed relevant for the company? ▪ Data quality: Is the paper data driven? Are data and their sources credible? ▪ Methodology: Do you apply suitable tools and frameworks in the correct way to gather relevant data and conduct analysis? ▪ Feasibility: Do your proposed ideas make business sense? Do you address issues relevant for the company? Are your suggestions aligned with corporate goals, mission, vision and expectations of stakeholders? 	 <p>■ Executive summary ■ Methodology ■ Analysis quality ■ Feasibility ■ Data quality</p>
Delivery (30%)	<ul style="list-style-type: none"> ▪ Presentation document: Is the document and presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently? Are sources of data clearly indicated? Is the document well organized logical whole. ▪ Presentation skills: Are you conveying the message effectively? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner? Do you meet the timing requirements? ▪ Argumentation: Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend your ideas and recommendations? 	 <p>■ Presentation document ■ Presentation skills ■ Argumentation</p>

In-team peer evaluation will be conducted after the final delivery to avoid free rides.

Any analysis has to be strongly data driven. Thus, any statement has to be backed by the data and precisely cited /sourced according to APA standards!!!