

## **Syllabus for course**

### **IP\_314 INTERNATIONAL MANAGEMENT**

<b>Course code:</b>	IP_314 / 3MA645
<b>Course title in language of instruction:</b>	International Management
<b>Number of ECTS credits allocated:</b>	7 (1 ECTS credit = 26 hours of workload)
<b>Mode of delivery:</b>	full-time; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course
<b>Mode of completion:</b>	graded course
<b>Language of instruction:</b>	English
<b>Level of course and year of study:</b>	Bachelor-Master
<b>Semester:</b>	SS 2020/2021
<b>Name of lecturer(s):</b>	Ing. Ilya Bolotov, MBA, Ph.D. (examiner, instructor, lecturer) doc. Ing. Mikuláš Pichanič, CSc. (examiner, instructor, lecturer, supervisor)
<b>Prerequisites and co-requisites:</b>	not

#### **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 rganizational structures, managerial philosophy in host countries and techniques for incerase 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:**

*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  
*The Institutional Context of Multinational Management*  
Global Players in International Business  
The Role of Global Business Governance Bodies  
Economic Systems  
Emerging Giants  
*Cross Cultural Issues in MNG*  
Culture and its composites  
Hofstede's Model, 7 d  
Implications on MNG- Special Attention to South Korean and Japanese MNC  
*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  
*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  
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  
*Organizing the Firms Activities*  
Operations Management and Activities  
Location of Facilities  
Access to Markets  
Global Sourcing  
Logistics and Supply Chain Management  
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  
*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  
 Recruiting, Selecting, Compensating International Managers  
 The process of recruitment  
 Selection criteria  
 Performance evaluation  
 Compensation Approaches  
 Training  
 Repatriation  
 Business Negotiations  
 Business Communication Styles  
 Steps in International Negotiations  
 The Successful International Negotiator  
*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):**

<b>Type of teaching method</b>	<b>Daily attendance</b>
Participation in lectures	26 h
Preparation for lectures	6 h
Attendance at seminars/workshops/tutorials	26 h
Preparation for seminars/workshops/tutorials	10 h
Preparation of term paper	30 h
Preparation of presentation	20 h
Preparation for mid-term test(s)	8 h
Preparation for final test	30 h
<b>Total</b>	<b>156 h</b>

**Assessment methods and criteria:**

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

**Assessment:**

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

Ungraded courses	
P	Passed
NP	Not Passed

**Special requirements and details:**

The score on the final test must make minimum of 15 points out of 30 for the final grade.

**Reading:**

Type	Author	Title	Published in	Publisher	Year	ISBN	Library
RQ	CULLEN, J B. -- PAR BOTEEA H, P.	Multinational management : a strategic approach	[S.l.]	South-Western/Cengage Learning	2017	978-1-285-09622-3	podrobnosti

RQ required

RE recommended