

Syllabus

SUBJECT: The organization and management of international business

Teacher: dr Mariola Grzebyk

COURSE DESCRIPTION – AIMS:

The programme discusses the problems of management and organization of international business. Through the interactive simulations (on the international examples), students can apply management concepts to **SUBJECT: International Marketing**

Teacher: Tomasz Surmacz

COURSE DESCRIPTION – AIMS:

The primary objective of this course is to provide an overview of international marketing operations. The business is becoming increasingly more aware of the international marketplace. We will have a look at general examples and frameworks of international marketing through the text, lecture, and discussion. Given the rapid internationalization of business activities, critical understanding of marketing activity at an international level is a requirement for a general management and a marketing career. This course should

- sensitize students to economic, political, and cultural differences among nations as they affect marketing
- introduce students to the international framework of organizations, laws, and practices that affect marketing
- develop students' abilities to gather information, draw conclusions and present the material

LEARNING OUTCOMES:

At the end of the course, students are expected to:

- understand important concepts of international marketing,
- understand the impact of trade environments and socio-cultural environments on the international marketing strategy,
- recognize factors affecting international marketing decisions,
- know how companies can succeed in the competitive international arena.

GRADING POLICY:

The credit and final grade awarded at the end of the course is based on the following criteria: attendance and in-class participation (25%), essay (25%) and final test (50%).

TIMETABLE (h): 2 hours each week for 15 weeks (one semester)

1. Introduction to International Marketing
2. International Trade
3. Analysis of Global Economic Environment
4. Cultural Environment
5. Political Environment
6. Legal Environment
7. Segmentation, Targeting, and Positioning

8. Global Marketing Entry Strategies
9. Product and Brand Decisions
10. Pricing Decisions
11. Distribution Channels in International context
12. Management of Global Communications
13. Organization of Marketing
14. Sources of Financing
15. Final test

TEXTBOOK & REQUIRED MATERIALS:

Keegan and Schlegelmilch (2001), *Global Marketing Management: A European Perspective*, 6th Edition Harlow FT Prentice Hall.

Bradley (2002), *International Marketing Strategy* 4th Edition, London FT Prentice Hall.

Additional Readings:

Hollensen (2004), *Global Marketing: A market-responsive approach* 3rd Edition, London FT Prentice Hall

Muhlbacher, Leih & Dahringer, (2006) *International Marketing: A Global Perspective* 3rd Edition International Thomson Business

Other Readings

Students are encouraged to use any other resources on International or Global Marketing.

Recommended

- Journal of International Marketing
- International Marketing Review
- Journal of International Business Studies
- European Journal of Marketing
- Journal of International Management
- Journal of Global Marketing

PREREQUISITES:

Basic knowledge of marketing and international business issues would be useful.

decisions and problems they would face after graduation. The knowledge develop also their ability to think and act creatively.

LEARNING OUTCOMES: Students should solve the problems on all 15 lessons with satisfactory results, make exercises. Marks are given according to the Polish 6-mark scale (6-the best)

GRADING POLICY: Oral and written examination with internal examiner. The examiner can ask elaborating and supplementary questions.

TIMETABLE (h): Each week 2 hours for 15 weeks (one semester)

1. Define international business and international management by different authors
2. International environment:
 - Types of external environment (environmental elements and their characterization, analyzing environmental conditions, managing environmental elements),
 - The internal environment (nature of organization culture, manifestations of organizational culture).

Exercise- identify the major elements that typically make up the environment of an organization in which you or some member of your family works.

3. The competitive advantage of nations – promoting innovation:
 - Determinants of national competitive advantage,
 - Implications for organizations and their managers,
 - Methods of international entry.

Exercise – write and explain the concept of the competitive advantage of nations.

4. Establishing organizational goals and plans:
 - The planning process,
 - The nature of organizational goals (benefits, level of goals),
 - Linking goals and plans.

Exercise – give some examples of goals that you might set up yourself during the coming semester.

5. Strategic management (this materials are for two weeks 4 hours):
 - The concept of strategic management (the nature, process, importance of strategic management, levels of strategy),
 - The role of competitive analysis in strategy formulation,
 - Formulating corporate – level strategy,
 - Formulating business – level strategy,
 - Strategy implementation,
 - Multinational corporation strategies.

Exercise – explain AWOT analysis. Conduct a brief SWOT analysis of your college or university.

6. Organizing:
 - Organization structure; types of departmentalization, methods of vertical coordination,
 - Strategic organization design; assessing structural alternatives; international factors,

- Organizing international business; worldwide functional divisions, worldwide product divisions; international division, global matrix.

Exercise – explain the role that formalization plays in vertical coordination. Give an example of a policy or rule that is likely to have a dysfunctional impact on organizational effectiveness. In what way should the policy or rule be changed to have a positive influence.

7. Motivation:

- The nature of motivation,
- Motivation theory,
- Leadership; identifying leader behaviors, labor – management relations, current employee issues,
- Managing international human resources,
- Adjusting leadership styles.

Exercise – assess the role of goal setting in motivation. Analyze a student group or other organization to which you belong in terms of its goals or lack thereof. To what extent are goals set that are specific and challenging?

8. Handling social responsibility and ethical issues:

- International social responsibility,
- International value conflicts,
- Questionable payments issue.

Exercise – explain the social responsibility and ethical issues that international managers are likely to confront.

9. Controlling:

- Control as a management process,
- Types of controls,
- Managerial approaches to implementing controls,
- Assessing control system.

Exercise – use the characteristics of effective control systems to assess the effectiveness of controls at McDonald's.

10. Managerial control methods:

- Financial control,
- Budgetary control,
- Quality control,
- Inventory control.

Exercise – identify and briefly explain the main types of financial statements of financial ratios used by organizations.

11. Entrepreneurship; small and medium business:

- The nature of entrepreneurship,
- Factors influencing entrepreneurship,
- Preparing to operate a small or medium business,
- Managing a small or medium business.

Exercise:

- deciding what type of business to pursue,
- explain the major purposes of a business plan. Why is a well – constructed business plan an important factor in obtaining outside financing and other resources for a new venture

12. Discussion based on subjects from 1 to 11.

TEXTBOOK & REQUIRED MATERIALS:

1. H. Koontz, C. O'Donnell, H. Weihrich, Management, International student edition, Tokyo, Japan, 1994
2. K.M. Bartol, D.C.Martin, Management, copyright by McGraw-Hill Inc., USA, 2000
3. A. M. Rugman, D. J. Lecraw, L. D. Booth, International business: firm and environment, McGraw-Hill (New York), USA, 1995

PREREQUISITES: Everyone (foreign students) can attend this course after selecting it from the ECTS Course Catalogue.