

## GENERAL DATA

Program title	<b>MBA - International Business</b>
Course	<b>Managing International Business</b>
Course ID	Year of study: 2018/2019
NAME OF LECTURERS:	Doc. Ing. Ludmila Štěřbová, CSc. (guarantor, lecturer) Ing. Jaroslav Halík, PhD. MBA (lecturer)

## COURSE DESCRIPTION

Managing international Business helps students to develop the skills and provides the tools and frameworks necessary for a manager to function effectively in an international business setting. The topics in this course include the analysis of national environments, market choice, entry mode choice, balancing demands for global integration and local responsiveness subsidiary management and management of expatriates as well as a range of cases and discussion topics.

## LEARNING OUTCOMES

Upon completion of this subject, students are able to

- determine the suitability of a nation for foreign investment by considering the relationships and similarities between different nations' cultural, political and economic systems
- perform a rigorous comparative analysis of various country options for a firm looking to expand its market or operations overseas
- identify regional trends in globalization and relate the implications of these trends to the organization's international strategy
- make a market-entry decision with consideration given to the motivation for investment, the resources a firm possesses and the limitations it faces when making the investment
- make an entry-mode choice by identifying the advantages and disadvantages associated with different types and timing of equity and non-equity modes of market entry
- design a joint venture taking into consideration the mitigation of key management challenges identified with it
- design strategies for a multinational firm's operations, where that strategy considers the structure, product-market and geographic-market focus of a firm's operations
- design strategies to maximize the contribution of a subsidiary to the multinational firm

- explain the relationship of international structure and control of a firm's subsidiaries to its strategies
- determine the mix of human resource management practices that have the best fit with a multinational firm's strategy and structure, taking into consideration various factors including key management challenges faced by an expatriate manager
- integrate from a leadership perspective, situational, cultural and ethical considerations, into decisions taken for a firm's participation and strategies in foreign markets

## **REQUIRED READINGS**

The relevant information can be found in the study package and consists of the courseware for this course. Additionally, there are articles and a recommended textbook for this subject.

- Parboteeah, K.P. and Cullen, J.B. (2011). Strategic International Management (5th ed.). Canada: South-Western, Cengage Learning.
- Hill Ch. (2015). International Business: Competing in the Global Marketplace. 10th ed. McGraw Hill.

## **DIDACTICS, TEACHING METHOD, EXAM PROCEDURE**

Course: 5 ECTS = 125 hours of study load (1 ECTS = 25 hours of study load)

Two intensive weekend blocks – 50 contact hours

Intensive teaching: lectures 30%, discussion 40 %, case studies presentations 30%

Assignments: pre-readings and readings 20%, case studies team analysis 30%, final project 50%