

## COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to	Reg. No.
VAV6010	C	6	2012 04 01	2019 04 01	

<b>Course type</b>	<b>Compulsory</b>
<b>Course level</b>	<b>Master (postgraduate) level</b>
<b>Semester the course is delivered</b>	<b>3</b>
<b>Study form</b>	<b>Face-to-face</b>

### Course title in English

**Tarptautinių įmonių strategija**

### Course title in Lithuanian

**International Corporate Strategy**

### Short course annotation in Lithuanian (up to 500 symbols)

Dalyko paskirtis yra organizuoti ir orientuoti studentus vystant jų gebėjimus taikyti strateginio mąstymo logiką, nustatyti ir įvertinti išorinius ir vidinius tarptautinių korporacijų aplinkos procesus ir jų galimą įtaką korporacijos vystymuisi, formuoti ir priimti pagrįstus tarptautinius korporatyvinius strateginius sprendimus, pasirinkti ir taikyti būdus ir priemones jiems įgyvendinti. Baigę dalyką studentai įgys tarptautiniam korporatyviam strateginiam valdymui vykdyti būtinus gebėjimus. Studijos vyksta paskaitų, seminarų metu ir mokantis individualiai ir dirbant komandose.

### Short course annotation in English (up to 500 symbols)

The aim of the course is to guide and support students developing their capabilities to apply the logic of strategic thinking, training their skills to identify and evaluate external and internal international corporate environment processes and its potential impact on the international corporate while developing and implementing its long term future. In this course students should acquire capabilities to proceed with international corporate strategic management. The course includes lectures, workshops as well as students individual and group work.

### Prerequisites for entering the course

Strategic management, financial accounting, marketing management, human resource management, economic and management theories, business finances management, operations management, international economic relationships

### Course aim

After the completion of the course students will be able to formulate grounded international corporate strategy, deal with its problems, chose adequate methods and measures for its implementation and make socially responsible decisions on international corporate strategy at the global level having limited information.

### Links between study programme outcomes, course outcomes, study methods and methods for learning achievement assessment

Study programme outcomes	Course (module) outcomes	Course study methods	Methods for learning achievement assessment

<p>Students will be able to integrate knowledge for solving multifaceted problems on national and international level undertaking socially responsible decisions.</p>	<p>1. Students will be able to recognize and interpret information on concrete international corporate strategy</p>	<p><i>Teaching methods:</i> provision of information (explanation, illustration) using visual aids; moderation of discussion; consulting; case-based lectures. <i>Learning methods:</i> search for and analysis of information presented in educational literature, periodicals, etc.; discussion, independent work.</p>	<p>Written examination (colloquium and final exam)</p>
	<p>2. Students will be able to recognize and to evaluate international corporate strategy problems taking into account its economic-social context</p>	<p><i>Teaching methods:</i> formulation and analysis of cases, examples and practical tasks; moderation of discussion; moderation of case analysis. <i>Learning methods:</i> analysis of questions, practical problems; solution of practical problems; case analysis; team work on practical tasks; discussion on seminar team work; verbal self reflection, independent work.</p>	<p>Written examination (colloquium and final exam); assessment of oral presentation of seminar tasks (case analysis)</p>
	<p>3. Students will be able to formulate concrete solutions for international corporate strategy problems after having done their validity analysis and after having done analysis of the impact of economic-social factors on formulated solutions</p>	<p><i>Teaching methods:</i> formulation and analysis of cases, examples and practical tasks; moderation of discussion; moderation of case analysis, consulting. <i>Learning methods:</i> analysis of questions, practical problems; solution of practical problems; case analysis; team work on practical tasks; discussion on seminar team work; verbal self reflection, independent work.</p>	<p>Written examination (colloquium and final exam); assessment of oral presentation of seminar tasks (case analysis)</p>

	<p>4. Students will be able to propose adequate methods and measures for the implementation of international corporate strategy solutions taking into account economic-social factors impact on them</p>	<p><i>Teaching methods:</i> formulation and analysis of cases, examples and practical tasks; moderation of discussion; moderation of case analysis, consulting. <i>Learning methods:</i> analysis of questions, practical problems; solution of practical problems; case analysis; team work on practical tasks ; discussion on seminar team work; verbal self reflection, independant work.</p>	<p>Written examination (colloquium and final exam); assessment of oral presentation of seminar tasks (case analysis)</p>
	<p>5. Students will be able to prapare, present and defend group's opinion providing argumentation for the ideas being presented</p>	<p><i>Teaching methods:</i> consulting. <i>Learning methods:</i> search for and analysis of information presented in educational literature, periodicals, statistical literature, etc.; project based learning; team work during the presentation of team presentation, discussion; verbal self reflection.</p>	<p>Evaluation of process and final presentation of independent group work</p>

**Link between course outcomes and content**

<b>Course outcomes</b>	<b>Content (topics)</b>
<p>1. Students wil be able to recongnize and interpret information on concrete international corporate strategy</p>	<p>1. Introduction into international corporate strategy: main definitions and concepts. 2. Competitive advantages and international corporate strategy. 3. Advantages of international corporate strategy. 4. Disadvantages of international corporate strategy.</p>
<p>2. Students will be able to recongnize and to evaluate international corporate strategy problems taking into account its economic-social context</p>	<p>6. Innovations in international corporations. 7. Resource, operations and supply chain management in international corporation. 8. Finance management in international corporation. 9. Human resources management in international corporation. 10. Marketing management in internatinal corporation</p>
<p>3. Students will be able to formulate concrete solutions to international corporate strategy problems after having done their validity analysis and after having done analysis of the impact of economics-social factors on formulated solutions</p>	<p>11. International corporate strategies: international distribution networks. 12. International corporate strategies: strategic partners. 13. International corporate strategies: strategic alliances.</p>
<p>4. Students will be able to propose adequate methods and measures for the implemmentation of international corporate strategy solutions taking into account economic-social factos impact on them</p>	<p>14. The role of developing countries. 15. Social responsibility and environmental protection.</p>

5. Students will be able to prepare, present and defend group's opinion providing argumentation for the ideas being presented

5. Combining international corporation advantages with business (regional, country) environment opportunities.

### Study methods

*Teaching methods:* provision of information (explanation, illustration) using visual aids; case-based lectures; formulation and analysis of cases, examples and practical tasks; moderation of discussion; consulting; moderation of case analysis.

*Learning methods:* discussion; analysis of questions, practical problems; team work on practical tasks; case analysis; discussion on seminar team work; solution of practical problems; project based learning; team work during the preparation of team presentation; verbal self reflection; independent work: search for and analysis of information presented in educational literature, periodicals, statistical literature, etc.

### Methods of learning achievement assessment

Written examination (colloquium and final exam); assessment of oral presentation of seminar tasks (case analysis); evaluation of process and final presentation of independent group work.

### Distribution of workload for students

Lectures and case analysis – 30 hrs.

Seminars and case analyses – 15 hrs.

Team work (employing IT) – 15 hrs.

Independent work (*preparation for lectures, seminars, case analyses, independent analysis of literature, preparation of oral and written presentation of group work; preparation for colloquium and final exam*) – 100 hrs.

### Structure of cumulative grade

Colloquium – 20 %.

Independent group work and its presentation (in order to prepare the written work *The project of X international corporate strategy or Case analysis on international corporate strategy*) – 15%.

Seminar tasks and case analyses – 15%.

Examination – 50%.

### Recommended literature

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in		
				University library	Self-study rooms	Other libraries
<b>Compulsory literature</b>						
1.	2009	Verbeke A. <i>International Business Strategy – rethinking the foundation of global corporate success</i>	Cambridge University Press	1		
2.	2007	Cavusgil T., Knight G. and Riesenberger, J. <i>International Business: Strategy, Management, and the New Realities</i>	Prentice Hall	1		
<b>Additional literature</b>						
1.	2011	DePamphilis D.M. <i>Mergers, Acquisitions, and Other Restructuring Activities. Sixth Edition: An Integrated Approach to Process, Tools, Cases, and Solutions</i>	Academic Press.	1		
2.	2009	Gupta A.K., Wang H. <i>Getting China and India Right: Strategies for Leveraging the World's Fastest Growing Economies for Global Advantage</i>	Jossey Bass	1		

### Course description designed

Assoc. prof. dr. Eglė Stonkutė