



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
GLOBAL STRATEGIC MANAGEMENT	

Academic staff	Core academic unit(s)
Coordinating: Aistė Kukytė Other:	Kaunas faculty Institute of Social Sciences and Applied Informatics

Study cycle	Type of the course unit
First <input type="checkbox"/> Second <input checked="" type="checkbox"/>	Compulsory Course <input type="checkbox"/> Optional Course <input checked="" type="checkbox"/> Course Unit (Module) of the General University Studies <input type="checkbox"/> Course Unit (Module) of Individual Studies <input checked="" type="checkbox"/> Interdisciplinary Studies Course Unit (Module) <input type="checkbox"/>

Mode of delivery	Semester or period when it is delivered	Language of instruction
Auditorium, online	1st semester	English

Requisites	
Prerequisites: -	Co-requisites (if relevant): -

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Purpose of the course unit		
Knowledge acquired during studies of the subject will help to understand the essence of global strategic management, its principles and content, dependence on the organization level, and importance for competitiveness. In addition, studies will develop the capacity to analyze the context of the strategy (external and organizational) and its creation and implementation in a global context.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students will be able to recognize the differences between local, international, and global businesses that affect strategic management decision-making. Students become familiar with various business strategies, tools, and strategic plans.	Lectures. Seminars (simulation of situations, performance of practical tasks and case studies, discussions). Project (market entry and growth strategy project with presentations).	Evaluation of individual task and group project task assignment and participation in discussions during the seminar. Exam.
Students will be able to develop problem-solving skills, taking into account the perspectives of different cultures, understand the essence of cultural flexibility in a global business environment, and apply knowledge in negotiations, cooperation development, and international leadership. Will be able to recognize cultural diversity and its	Lectures. Seminars (simulation of situations, performance of practical tasks and case studies, discussions). Project (market entry and growth strategy project with presentations).	Evaluation of individual task and group project task assignment and participation in discussions during the seminar. Exam.

influence on global business decision-making.		
Will be able to analyze and apply new management theories and recognize their origins and development logic in the context of global strategic management	Lectures. Seminars (simulation of situations, performance of practical tasks and case studies, discussions). Project (market entry and growth strategy project with presentations).	Evaluation of individual task and group project task assignment and participation in discussions during the seminar. Exam.
Will be able to develop a comprehensive approach to international business management and the specifics of international project management. Will be able to understand the importance of corporate social responsibility and business ethics on a global scale and their impact on competitive advantage.	Lectures. Seminars (simulation of situations, performance of practical tasks and case studies, discussions). Project (market entry and growth strategy project with presentations).	Evaluation of individual task and group project task assignment and participation in discussions during the seminar. Exam.
Will be able to apply the acquired theoretical knowledge in practice, analyze the modern market, and evaluate various opportunities for the development of levels of impact on a global scale.	Lectures. Seminars (simulation of situations, performance of practical tasks and case studies, discussions). Project (market entry and growth strategy project with presentations).	Evaluation of individual task and group project task assignment and participation in discussions during the seminar. Exam.

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
Introductory lecture. Discussion of the subject description, explanation of the assessment strategy, and presentation of the subject assignments.	1						1		
1.Evolution of global strategy	2		1				3	8	Individual and group tasks. Self-control questions and reading scientific literature.
2.Global business and global corporation strategies	2		2				4	8	Individual and group tasks. Self-control questions and reading scientific literature.
3.Assessing the global macro-environment	2		2				4	8	Individual and group tasks. Self-control questions and reading scientific literature.
4.International market entry and expansion	2		2				4	8	Preparation and presentation of group project assignments
5.Global innovation and digital transformation	2		2				4	15	Preparation and presentation of group project assignments
6.Global organizational structure and control	2		2				4	15	Preparation and presentation of group project assignments
7.Cross-cultural leadership and team management	2		2				4	8	Individual and group tasks. Self-control questions and reading scientific literature.

8.Sustainability and ethics in global strategy	2		2				4	8	Individual and group tasks. Self-control questions and reading scientific literature.
Preparing for the final examination.							0	20	
Total	17	0	15	0	0	0	32	98	
Note: Up to 4 contact hours may be replaced by guest lectures given by social partners or educational visits to social partner organizations.									

Assessment strategy	Weight %	Deadline	Assessment criteria
Group project	40%	At a set time, according to a pre-arranged schedule	<p>The group of students will need to create a market entry and growth strategy for the chosen organization, write a report, and present it. The following aspects of the project assignment will be evaluated:</p> <ul style="list-style-type: none"> - 0.8 points, 20% of grade: structure and scope of the work (clear and logical flow, all required strategic sections included, appropriate depth). - 1.2 points, 30 % of the grade: vision and ambition of the project (clarity of strategic impact, logical implementation planning, implementation of growth strategy). - 0.8 points, 20% of the grade: writing style and research culture (appropriate behavior with sources and citations; wording and style meet the requirements of a scientific text). - 1.2 points, 30% of grade: project presentation (the quality of the presentation and the answers to the questions are evaluated). <p>Students will be asked to fill out generative artificial intelligence (AI) disclosure statements and submit them in addition to the written project. The lecturer has the right to ask follow-up questions to ensure that the student did not use AI tools (ChatGPT, etc.) to prepare the assignment (i.e., if AI tools generated the content/text of the work) and, if necessary, to modify or cancel the evaluation of the work.</p>
Exam	40%	On the day of the exam	<p>Written exam with multiple-choice and open-ended questions.</p> <p>The evaluation is as follows:</p> <ul style="list-style-type: none"> - 4 points: excellent knowledge and skills. 90% to 100% of correct answers. - 3.2 points: good knowledge and skills, and nonessential mistakes are allowed. 70–89% correct answers. - 2.4 points: average knowledge and skills, mistakes were present. 50%–69% of correct answers. - 1.6 points: knowledge and skills are below average, and there are some (essential) mistakes. 30–49% of correct answers. - 0.8 points: knowledge and skills still meet the minimum requirements. A lot of mistakes. 10–29% of the correct answers. - 0 points: minimum requirements were not met. 0–9% correct answers.
Individual reflective tasks/seminars	20%	During the semester	It is necessary to attend all seminars, actively participate in discussions, and solve individual tasks related to the seminars.

REGARDING THE EXTERNAL EXAMINATION OF THE COURSE UNIT

Mark <input checked="" type="checkbox"/>		If permitted, please provide the conditions	
Not permitted	<input type="checkbox"/>	Permitted	<input checked="" type="checkbox"/>
When reporting a subject externally, an individual written project is prepared in accordance with the requirements for the group project (40%), which is uploaded to the e-learning environment no later than five days before the exam, and an exam is taken (60%).			

					The same criteria are applied when assessing the task and the exam as when studying the subject regularly.
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REGARDING THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE (GenAI) TOOLS (SUCH AS "CHATGPT", ETC.) WHEN STUDYING THE COURSE UNIT

Mark <input checked="" type="checkbox"/>		If permitted, please provide the conditions	
Not permitted	<input type="checkbox"/>	Permitted	<input checked="" type="checkbox"/>
<p>GenAI may only be used if the lecturer specifies that a particular assignment may be completed using GenAI; otherwise, it will not be graded.</p> <p>According to the module's GenAI usage policy, students must fill out a GenAI disclosure statement and submit it as an annex to their assignments if they are allowed to use GenAI tools. The lecturer has the right to ask additional questions to ensure that the student did not use GenAI tools unethically in preparing the assignment (i.e., whether the content/text of the work was generated by AI tools) and, if necessary, to change or cancel the assessment of the work.</p> <p>If GenAI tools are permitted for completing assignments, the citation requirements set forth in the <u>Guidelines for the Use of Artificial Intelligence at Vilnius University</u> must be strictly followed.</p>			

REGARDING ACADEMIC PROGRESS

A student who (1) **throughout the semester consistently** fails to demonstrate **progress in achieving the expected learning outcomes of a subject (module)** during the practical classes (seminars, exercises, laboratory work, etc.) and (2) fails to complete all interim assessment requirements and tasks within the time specified in the course description is not allowed to participate in the examination session.

Students' knowledge and skills throughout all tests and examinations are assessed on a scale of 1 to 10 points. The marks are presented no later than four days after the examination. The course is passed if:

- The project assignment results were not lower than 5 points.
- The examination score was not less than 5 points.

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Sułkowski, Łukasz & Lenart, Regina	2025	Paradigm Shifts in Management Theory. Paradigm Shifts in Strategic Management	ISBN: 9781032866345	Routledge https://doi.org/10.4324/9781003530947
Andersen, T. J.	2013	Short Introduction to Strategic Management	ISBN:9781139381642	Cambridge University Press https://doi.org/10.1017/CB09781139381642
Recommended reading				
J. A. Pearce II, R. B. Robinson	2013	Strategic Management: Planning for Domestic and Global Competition (13th ed.)	ISBN: 9780071326391	McGraw-Hill
R. M. Grant, J. Jordan	2015	Foundations of strategy	ISBN: 9781118914700	Wiley and Sons