



COURSE UNIT (MODULE) DESCRIPTION

| Course unit (module) title | Code |
|----------------------------|------|
| Global Business | |

| Lecturer(s) | Department(s) where the course unit (module) is delivered |
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| Coordinator: Dr Associate Prof Andrius Jaržemskis Other(s): | Faculty of Economics and Business Administration Saulėtekio ave. 9, II building, LT 10222 Vilnius |

| Study cycle | Type of the course unit (module) |
|-------------|----------------------------------|
| First | Mandatory |

| Mode of delivery | Period when the course unit (module) is delivered | Language(s) of instruction |
|------------------|---|----------------------------|
| Face to face | Autumn semester | English |

| Requirements for students | |
|--|--|
| Prerequisites: Marketing, Economics | Additional requirements (if any): |

| Course (module) volume in credits | Total student's workload | Contact hours | Self-study hours |
|-----------------------------------|--------------------------|---------------|------------------|
| 5 | 130 | 48 | 82 |

Purpose of the course unit (module): programme competences to be developed

Generic competences to be developed:

- Ability to make business decisions and business worldwide expanding solutions.
- To understand external forces that act in global business decision making.
- Students, study the importance of international business and peculiarities of its organization, will be able creatively solve problems of international business.
- Students will be able to communicate in the inter-cultural context, to analyze information and to make reasoned conclusions.

Subject-specific competences to be developed

- Will to be able evaluate international business company and its environment systematically.
- Will be able to plan, organize and manage practical activity of international business.

| Learning outcomes of the course unit (module) | Teaching and learning methods | Assessment methods |
|---|--|---|
| Will be able to understand the importance of international business and factors influencing its activity. | Lectures are conducted using the cases-based theory teaching method, involving students into discussion. Power Point presentations are used for illustrations and structuring. During the seminars – evaluation of independent work and presenting skills and discussion in the classroom assessed the ability to customize the theoretical lectures arranged knowledge in solving practical problems. | Midterm test using multiple choice selection-based questionnaires. |
| Will be able to understand international business theories and evolution as well as to be familiar with concept of global business and main forces promoting business internationalization. | | For seminars will be evaluated ability to analyze cases, to argues and to apply theory when solving practical problems. |
| Will be able to compare options (international trade, licensing franchising, strategic alliances, foreign direct investments) and to select suitable entry mode. | | |
| Will be able to analyze international business environments (economic, political, social, technological, ecological, cultural) and to select | | Final test using multiple choice selection-based questionnaires. |

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| favorable ones for international business development. | | For seminars will be evaluated ability to analyze cases, to argues and to apply theory when solving practical problems. |
| Will be able to apply systematic approach analyzing activity of international business company and to understand specifics of international company intercultural and remote management. | | |
| Will be able to evaluate the importance of e-business for international business development. | | |

| Content: breakdown of the topics | Contact hours | | | | | | | Self-study work: time and assignments | | |
|---|---------------|-----------|-----------|-----------|-----------------|---------------------------|------------|---------------------------------------|------------------|--|
| | Lectures | Tutorials | Seminars | Exercises | Laboratory work | Internship/work placement | E-learning | Contact hours | Self-study hours | Assignments |
| 1. Concept of international business and main forces promoting business internationalization. | 3 | | 1,5 | | | | | 4 | 6 | Presentation and reporting individual assignment on basis of topic thematic. |
| 2. Theories and evolution of international business. | 3 | | 1,5 | | | | | 5 | 6 | Presentation and reporting individual assignment on basis of topic thematic. |
| 3. International trade: Export, Import, Global Logistics, INCOTERMS, Tariffs, Nontariff Barriers and Protectionism. | 3 | | 1,5 | | | | | 5 | 6 | Presentation and reporting individual assignment on basis of topic thematic. |
| 4. Licensing and franchising. | 3 | | 1,5 | | | | | 4 | 7 | Presentation and reporting individual assignment on basis of topic thematic. |
| 5. Strategic alliances. | 3 | | 1,5 | | | | | 4 | 7 | Presentation and reporting individual assignment on basis of topic thematic. |
| 6. Foreign direct investments, mergers and acquisitions. | 3 | | 1,5 | | | | | 5 | 7 | Presentation and reporting individual assignment on basis of topic thematic. |
| 7. Selection a form for business internationalization. | 2 | | 1 | | | | | 3 | 7 | Presentation and reporting individual assignment on basis of topic thematic. |
| 8. Political, legal and economic environment of international business. | 4 | | 2 | | | | | 6 | 12 | Presentation and reporting individual assignment on basis of topic thematic. |
| 9. Competitiveness in technological, ecological, energy and logistical environment of international business. | 2 | | 1 | | | | | 3 | 6 | Presentation and reporting individual assignment on basis of topic thematic. |
| 10. Social (cultural and demographic) environment of international business. | 2 | | 1 | | | | | 3 | 6 | Presentation and reporting individual assignment on basis of topic thematic. |
| 11. Specifics of international company intercultural and remote management. | 2 | | 1 | | | | | 3 | 6 | Presentation and reporting individual assignment on basis of topic thematic. |
| 12. International marketing and market research. | 2 | | 1 | | | | | 3 | 6 | Presentation and reporting individual assignment on basis of topic thematic. |
| Total | 32 | | 16 | | | | | 48 | 82 | |

| Assessment strategy | Weight, % | Deadline | Assessment criteria |
|---------------------|-----------|----------|---------------------|
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| Individual assignments | 40 | 4-16 th week | The ability to use different sources of information identifying a selected topic, the ability to present and argues the topic to audience in a clear and understandable manner, highlighting the essentials. The ability to use theoretical knowledge obtained during lectures as well as other research papers and publications and open source statistical information in situational simulation, analysis, justification and decision-making. Seminar presentation is optional. |
| Midterm test | 30 | 8th week | Topics 1 to 7. Logical thinking, the ability to apply theoretical knowledge ant ability to demonstrate the developed material level to be evaluated. Multiple choice questionnaire to be used. Positive grade is obligatory to go for final test. The threshold is 50 percent correct answers. |
| Final test | 30 | 16th week | Topics 8 to 12. Logical thinking, the ability to apply theoretical knowledge ant ability to demonstrate the developed material level to be evaluated. Multiple choice questionnaire to be used. Positive grade is obligatory to pass final test. The threshold is 50 percent correct answers. The final grade to be counted as sum of individual assignment grade, midterm test grade and final test grade. |
| Strategy of exam retake as an external student | | | |
| Individual assignment | 20 | - | Individual assignment to be presented as paper work including all tasks same as class work. Paper work should be estimates at least 20 pages, and formatted according to paper work requirements set by Faculty. Paper work to be presented in electronic version 7 days before tests take place. Paper work to be presented in slides and defended (up to 15 minutes presentation). |
| Midterm test | 40 | | |
| Final test | 40 | | |
| | | | Midterm and final test to be related respectfully to the same topics as for class work midterm and final test. |

| Author | Year of publication | Title | Issue of a periodical or volume of a publication | Publishing place and house or web link |
|---|---------------------|--|--|--|
| Compulsory reading | | | | |
| Jarzemskis, A. | 2022 | The e-course of Global operations and logistics. | E-edition. | Vilnius University virtual teaching environment. |
| Salvatore, D. | 2015 | International Economics. | 12 th Edition | Wiley. |
| Steers, R. M. Sanchez-Runde, C. J. , Nardon, L. | 2014 | Management Across Cultures: Challenges and Strategies. | 3 rd Edition | Cambridge University Press, 2010. |
| Venkateswaran, N.. | 2011 | International Business Management | 2 nd Edition | New Age International Ltd, 2011 |
| Optional reading | | | | |
| Carpenter, M.A. | 2011 | International business. | 3 rd Edition | University of Wisconsin at Madison, 2011, |
| Czinkota, M. R. | 2015 | International Business | 3 rd Edition | Routledge. |
| Rodrigue, J. P. | 2017 | The Geography of Transport Systems | 4 th Edition | Routledge |