

DESCRIPTION OF COURSE UNIT

Course unit title	Course unit code
International Business and Internationalisation of Companies	

Lecturer (s)	Department where course unit is delivered
Prof. dr. Edmundas Jasinskas	Institute of Economics, Finance and Management, Kaunas Faculty

Cycle	Level of course unit	Type of the course unit
Master degree (second cycle)		Compulsory course

Mode of delivery	Semester or period when the course unit is delivered	Language of instruction
Lectures/Seminars	2 semester	English

Requirements	
Preliminary requirements: The Basics of Business, Management	Related requirements:

Number of ECTS credits allocated	Student's workload	Contact work hours	Individual work hours
5	130	50	80

Purpose of the course unit: programme competences to be developed		
Study of the subject in the course will be able to deal with the international business complex problems, critically and constructively evaluate the company's internationalization process and international business decisions and actions in different international markets, recognizing the links between events and causes.		
Learning outcomes of course unit	Teaching and learning methods	Assessment methods
To know the main international corporate transactions affecting participants, factors and their interaction nature and will be able to put this knowledge in a systematic and creative use of international business management decisions.	The discussion, information search tasks, the article analysis, the problem based learning, case studies, debates.	The project, debates, intermediate exam, exam. The project, debates, intermediate exam, exam.
Will pay independently analyze the specific situation of companies in an international environment, the proper formation of companies internationalization goals and priorities, corporate internalization change over time and be able to apply them in research to develop new products and innovation in international business and the internalisation of companies.	The discussion, information search tasks, the article analysis, the problem based learning, case studies, debates.	The project, debates, intermediate exam, exam. The project, debates, intermediate exam, exam.
Ability to formulate international business management and the internationalization of the research problem, select or create a research methodology, to carry out independent investigations.	The discussion, information search tasks, the article analysis, the problem based learning, case studies, debates.	The project, debates, intermediate exam, exam. The project, debates, intermediate exam, exam.

Will be able to oral and written based on research on international business and the internationalization of the results, reasoned management decisions, integrating management and other research results.	The discussion, information search tasks, the article analysis, the problem based learning, case studies, debates.	The project, debates, intermediate exam, exam. The project, debates, intermediate exam, exam.
Will be able to make firm internalization of critical appreciation and offer it on the basis of international business development decisions.	The discussion, information search tasks, the article analysis, the problem based learning, case studies, debates.	The project, debates, intermediate exam, exam. The project, debates, intermediate exam, exam.

Course content: breakdown of the topics	Contact work hours							Individual work hours and tasks	
	Lectures	Consultations	Seminars	Practice classes	Laboratory	Practice	All contact work	Individual work	Tasks
Introductory lecture. Introduction to the course	2						2		Scientific literature analysis, information retrieval, its systematization and generalization, project writing.
1. Enterprise internationalization concept. The concept of international business, the company and the nature of development, business models.	3		2				5	5	
2. Internationalization process: internationalization factors, internationalization theories, company internationalization stages models situation models, the internationalization of interaction and communication network model of internationalization motives internationalization barriers.	3		2				5	5	
3. The state and the global economy: the state which international business shape; the country's political system, the state of international regulatory levers, trade flows, foreign investment regulation, the country's industrial activity of regulatory measures, national economies and competitive advantages, state interference, depending on the product / technology life-cycle stage.	3		2				5	5	
4. Global economic activities: the production chain and the system of international and national company's central office location, "Call types" structure, research and development layout, organization of production of international	3		2				5	5	

corporations, international company reorganization.									
5. International supply system: full control the supply chain; a partnership of equals; participation in the supply system; different choices in the presence of the supply systems of the pros and cons.	3		1				4	5	
Preparing for an interim settlement								15	Preparation for mid-term settlement (lessons analysis, scientific literature analysis).
6. Entry to the foreign market methods: market opportunities analysis, export / import, cooperation / coalition - contractual techniques, direct foreign investment, access to foreign market solutions, ways of differences, control and risk, cost structure, methods of selection consistency, selection of the method of analysis methodology.	3		2				5	5	Scientific literature analysis, information retrieval, its systematization and generalization, project work writing.
7. Foreign market selection: description of the market. International market selection influencing factors. Market segmentation. International market segmentation criteria. The requirements of the market segments. Market selection methods. Markets portfolio management. Strategies dependence on the country's attractiveness and competitive strength. Market selection and input costs. Market breakdown and market concentration.	3		2				5	5	
8. Strategic cooperation: to promote cooperation, the macro factors, collaborative lecture plants, types of cooperation, strategic partnership development and management solutions	3		1				4	5	
Inter-enterprise networking and organizational development: inter-enterprise networking, inter-enterprise network types, partners interdependence of the supplier - buyer interaction contexts, supplier - customer communication management features, the complexity of co-operation.	6		2				8	10	
Preparing for the exam								15	
Total	32	2	16				50	80	Preparation for exam (lessons analysis, scientific literature analysis).

Assessment strategy	Comparative weight percentage	Date of examination	Assessment criteria
Intermediate examination	30	Week 8	<p>Test</p> <p>Test includes 20 open and closed type questions (of different difficulty, from comprehension up to scoring), each was evaluated by one point. Evaluated as follows:</p> <p>3: Excellent knowledge and skills. Scoring level. 90-100 % of correct answers.</p> <p>2,4: Good knowledge and skills, non-essential mistakes are allowed. Synthesis level. 70-89 % of correct answers.</p> <p>1,8: Average knowledge and skills, there are some mistakes. Analysis level. 50-69 % of correct answers.</p> <p>1: Knowledge and skills are lower than average, there are some (essential) mistakes. Knowledge application level. 30-49 % of correct answers.</p> <p>0,4: Knowledge and skills still meet minimum requirements. Many mistakes. Knowledge and comprehension level. 10-29 % of correct answers.</p> <p>0: Minimum requirements are not met. 0-9 % of correct answers</p>
Debates	20	2-3	<p>Evaluation of debates:</p> <p>1: Supports the arguments by strong evidence. The arguments of opponents are faced by providing the facts;</p> <p>0,5: Arguments are based on evidence;</p> <p>0: Arguments are not based on evidence.</p>
Project	20	In accordance with schedule presented	<p>Defence includes presentation of paper and test involving three tasks in accordance with homework task. Evaluated:</p> <p>3: all tasks are solved correctly, excellent presentation;</p> <p>2: 2 tasks are solved correctly, good presentation;</p> <p>1: 1 task is solved correctly, average presentation;</p> <p>0: tasks are solved incorrectly or not all tasks are solved, paper is not presented.</p>
Examination	30	Week 17	<p>Test.</p> <p>Test includes 20 open and closed type questions (of different difficulty, from comprehension up to scoring), each was evaluated by one point. Evaluated as follows:</p> <p>3: Excellent knowledge and skills. Evaluation level. 90-100 % of correct answers.</p> <p>2,5: Good knowledge and skills, non-essential mistakes. Synthesis level. 70-89 % of correct answers.</p> <p>2,0: Average knowledge and skills, there are some mistakes. Analysis level. 50-69 % of correct answers.</p> <p>1,5 : Knowledge and skills are lower than average, there are some (essential) mistakes. Knowledge application level. 30-49 % of correct answers.</p> <p>0,0: Knowledge and skills still meet minimum requirements. Many mistakes. Knowledge and comprehension level. 10-29 % of correct answers.</p> <p>0: Minimum requirements are not met. 0-9 % of correct answers</p>
<p>Knowledge and skills of student during the examination session are evaluated only in cases he has completed provided requirements and tasks of interim evaluation during the semester.</p> <p>Knowledge and skills of students during all interim evaluations and examination are scored from 1 to 10. The subject is passed/credited if:</p> <ul style="list-style-type: none"> • Results of interim evaluation are not lower than 5; • Evaluation of examination is not lower than 5. <p>Interim evaluation results are announced: ftp.vukhf.lt. Final evaluation of subject is announced not later than 4 days after examination (ftp.vukhf.lt).</p>			

Autorius	Leidi mo metai	Pavadinimas	Periodinio leidinio Nr. ar leidinio tomas	Leidimo vieta ir leidykla ar internetinė nuoroda
Privalomoji literatūra				
Dachs., B. Stehrer, R., Zahradnik, G.	2014	Internationalisation of Business R&D (New Perspectives on the Modern Corporation series)		Edward Elgar Publishing, Inc. Wiliam Pratt House.
Buckley, P.J., Ghauri, P. N.	2015	International Business Strategy: Theory and Practice		London and New York: Routledge Taylor & Francis Group.
Langvinienė, N., Vengrauskas, P. V. Žitkienė. R.	2011	Tarptautinis verslas : mokomoji knyga.		Kaunas : Technologija
Charles W. L. Hill	2012	International Business	9th. edition	McGraw-Hill/Irwin;
John J., Wild K.L., Han. J.	2014	International Business		Pearson Education Limited
Papildoma literatūra				
Charles W.L. Hill	2014	International business: Competing in a Global Marketplace	10 th. edition	McGrow-Hill/Irwin
Melnikas, B. ... [et al.].	2011	Tarptautinis verslas : tarptautinės vadybos įvadas : vadovėlis aukštųjų mokyklų studentams		Vilnius : Technika
John, J., Wild, K.L.	2013	International Business: The Challenges of Globalization	7th. edn	Prentice Hall