

COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
VAM 5004	C	6	2021 02 01	2024 02 01

Course type (compulsory or optional)	Compulsory
Course level (study cycle)	The second level (Master studies)
Semester the course is delivered	2
Face-to-face, distance or blended studies	Face-to-face

Course title in Lithuanian

Tarptautinis verslas

Course title in English

International business

Short course annotation in Lithuanian

Dalyko paskirtis - studijos, įgalinančios studentus pažinti tarptautinį verslą kaip tarpdisciplininį akademinį tyrimų objektą bei suteikiančios galimybę analizuoti ir kritiškai vertinti šiuolaikinę tarptautinio verslo aplinką bei suprasti firmų internacionalizacijos procesus. Studentams pristatomos ir analizuojamos teorijos ir koncepcijos, siekiant jas pritaikyti šiuolaikiniam tarptautiniam verslui kylantiems iššūkiams vertinti bei pritaikyti kylančioms problemoms spręsti. Siekiant šių tikslų, studijų turinys apima skirtingus teorinius bei empirinius požiūrius į tarptautinio verslo problemas, o taip pat skirtingus analizės lygmenis. Studijose pritaikomi šiuolaikiniai dėstymo metodai.

Short course annotation in English

This course is intended to show students what international business is concerned with as a field of academic inquiry, and to provide the opportunity to explore the international business environment and understand the internationalization of the firm. It seeks to equip students with the context needed to assimilate advanced theories and concepts in international business, while addressing contents in sufficient depth to engage in academic and practical conversations within the field. Therefore, the course will span several different theoretical and empirical approaches as well as focus on different levels of analysis while applying advanced teaching methods.

Prerequisites for entering the course

Principles of marketing or marketing

Course aim

Analyze and evaluate international business solutions and their consequences, the environmental factors that determine them in the national and international contexts, apply the acquired knowledge to assess the challenges and problems of modern international business.

Links among study programme outcomes, course outcomes, content, study and assessment methods

Study programme: Marketing and International Commerce Programme outcomes	Course outcomes	Content (topics)	Study methods	Assessment methods
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<p>1. To propose scientific research based innovative, complex marketing and international commerce as well as related fields' solutions assessing their outcomes, importance and consequences on a global, local, organizational and personal level.</p>	<p>1. Understand and apply international business concepts and scientific theories.</p>	<p>1.Introduction to the course. International business imperative. 2.Global aspects of international business. 3. Cultural aspects of international business environment. 4. Economical, social, political, and ethical aspects of international business environment. 5. International Monetary and Financial environment 6. International Trade and Investment environment 7. International marketing aspects. 8. International business strategy. 9. Entering foreign markets 10. International business management</p>	<p>Provision of information (explanation, illustration), using visual aids; explanation of cases in lectures; formulation, explanation and analysis of problem-oriented cases, issues and practical tasks; moderation of discussion and discussions; execution of practical tasks; analysis of written cases and examples; group discussion of seminar tasks.</p>	<p>Written assessment (during colloquium and examination); evaluation of preparation and presentation of problem-oriented cases. Assessment of the progress of independent work preparation and presentation of its final report in written and orally.</p>
	<p>2. Analyze and determine how environmental factors determine international business decisions.</p>	<p>2.Global aspects of international business. 3. Cultural aspects of international business environment. 4. Economical, social, political, and ethical aspects of international business environment.</p>	<p>Consultations, search for and analysis of information presented in periodicals, statistics reports etc.;</p>	<p>group work during preparation of written report and presentation.</p>
	<p>3. To analyze and evaluate how the different and constantly changing environment of the countries affects the specific practices of modern international business.</p>	<p>7. International marketing aspects. 8. International business strategy. 9. Entering foreign markets 10. International business management 11. Operational challenges</p>		

	4. Analyze and apply the most appropriate international business development and management strategy.	2.Global aspects of international business. 8. International business strategy. 9. Entering foreign markets 12. Future horizons of international business		
2. To work efficiently and creatively in a team and lead it, take responsibility, share knowledge and cooperate solving problems.	5. Demonstrate the ability to communicate with others, share work, communicate in a group and tolerate the opinion of group members, take responsibility, etc.	1.Introduction to the course. International business imperative. 2.Global aspects of international business. 3. Cultural aspects of international business environment. 4. Economical, social, political, and ethical aspects of international business environment. 5. International Monetary and Financial environment 6. International Trade and Investment environment 7. International marketing aspects. 8. International business strategy. 9. Entering foreign markets 10. International business management		

Criteria of learning achievement evaluation

1. The student recognizes and is able to define at least half of the basic concepts of international business and scientific theories.
2. The student is able to critically evaluate the international business environment and identify at least half of the main factors affecting international business activities and decisions.
3. The student is able to evaluate and compare the activities and decisions of international companies operating in different environmental conditions according to at least half of the specified criteria.
4. The student is able to critically analyze the specific situation of international business and recommend the most appropriate strategic and management solutions.
5. The student works with other members of the work group, communicates with them and takes responsibility for their personal results.

Distribution of workload for students (contact and individual work hours)

Study forms	Hours in face-to-face studies	Hours in online studies
Lectures	30 hours	
Seminars	15 hours	
Group work	15 hours	

Contact work hours in total	60 hours
Individual student work	100 hours
Total:	160 hours

Structure of cumulative score and value of its constituent parts

Colloquium – 30%, Individual student work – 30%, Final exam – 40%

Recommended reference materials

No	Publication year	Authors and title of publication (e-source)	Number of copies in University libraries or link to e-source
<i>Basic materials</i>			
1.	2019	K. L. Wild, John J. Wild. International Business: The Challenges of Globalization, 9th edition.	1
3.	2020	S. Tamer Cavusgil, Gary Knight, John R. Riesenberger. International Business: The New Realities, 5th Edition.	1
4.	2018	Davide Castellani, Rajneesh Narula, Quyen T. K. Nguyen, Irina Surdu, James T. Walker, Contemporary Issues in International Business: Institutions, Strategy and Performanc	https://books.google.lt/books?id=cRBMDwAAQBAJ&printsec=frontcover
5.	2015	Sonia Gupta, International Business	https://books.google.lt/books?id=m8FqCgAAQBAJ&printsec=frontcover
6.	2011	Sharan Vyuptakesh6 International Business: Concept,	https://books.google.lt/books?id=oIVwp79j-3AC&printsec=frontcover

		Environment and Strategy, 3-rd ed.	
<i>Supplementary materials</i>			
1.	2010	Devinney, T.M., Pedersen, T., Tihanyi, L., Past, Present and Future of International Business and Management. Emerald	eBook Academic Collection (EBSCOhost)
2.	2011	Reuvid, J., Sherlock, J. International Trade: An essential guide to the principles and practice of export. Kogan Page	eBook Academic Collection (EBSCOhost)
3.	2011	Sherman, B.J. Globalization Policies and Issues. Nova Science Publishers	eBook Academic Collection (EBSCOhost)

Course description designed by

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