



COURSE UNIT (MODULE) DESCRIPTION

| Course unit (module) title | Code |
|--|------|
| INTERNATIONAL BUSINESS AND INTERNATIONALISATION OF COMPANIES | |

| Academic staff | Core academic unit(s) |
|---|--|
| Coordinator: Prof. Dr Edmundas Jasinskas | Vilnius University Kaunas Faculty Institute of Social Sciences and Applied Informatics Muitinės str. 8, LT-44280 Kaunas |

| Study cycle | Type of the course unit |
|--------------|---|
| Second cycle | Compulsory or Subject of Individual Studies |

| Mode of delivery | Semester or period when it is delivered | Language of instruction |
|---------------------|---|-------------------------|
| Face to face/Remote | 2 nd semester | English |

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

| Number of ECTS credits allocated | Student's workload (total) | Contact hours | Individual work |
|----------------------------------|----------------------------|---------------|-----------------|
| 5 | 130 | 50 | 83 |

| Purpose of the course unit |
|---|
| In the course of the study subject, you will be able to solve complex problems of international business, critically and constructively evaluate the company's internationalization process and international business decisions and actions in different international markets, seeing the interrelationships and causes of phenomena. |

| Learning outcomes of the course unit | Teaching and learning methods | Assessment methods |
|--|---|--|
| Is able to develop successfully in an intercultural team, guided by social and ethical responsibility, and to make reasoned, creative decisions related to the dimensions of intercultural environmental change and sustainable development. | Lectures. Seminars (simulation of situations, performance of practical tasks, case analysis). The project is an analysis of an international business organization by applying the theories of international business and internationalization of firms. Debates (the topic of international business debates is chosen, arguments are based on scientific literature, statistics). | Exam, Colloquium Theoretical assessment (test with open and closed type questions) Project. Debates. |
| Is able to plan and rationalise the use of time, resources, etc. in organising his/her own learning and work, and takes personal responsibility for decisions regarding the management of time, resources, etc. | Lectures. Seminars (simulation of situations, performance of practical tasks, case analysis). The project is an analysis of an international business organization by applying the theories of international business and internationalization of firms. Debates (the topic of international business debates is chosen, arguments are based on scientific literature, statistics). | Exam, Colloquium Theoretical assessment (test with open and closed type questions) Project. Debates. |

| | | |
|--|---|--|
| Knows classical and modern management theories and methodologies, and is able to compare and critically evaluate the advantages and disadvantages of their application in practice. | Lectures. Seminars (simulation of situations, performance of practical tasks, case analysis). The project is an analysis of an international business organization by applying the theories of international business and internationalization of firms. Debates (the topic of international business debates is chosen, arguments are based on scientific literature, statistics). | Exam, Colloquium Theoretical assessment (test with open and closed type questions) Project. Debates. |
| Knows and can apply methods for analysing the international and domestic business environment. | Lectures. Seminars (simulation of situations, performance of practical tasks, case analysis). The project is an analysis of an international business organization by applying the theories of international business and internationalization of firms. Debates (the topic of international business debates is chosen, arguments are based on scientific literature, statistics). | Exam Colloquium Theoretical assessment (test with open and closed type questions) Project. Debates. |
| Able to analyze international finance and apply the latest financial instruments to ensure the financial viability of a multinational enterprise. | Lectures. Seminars (simulation of situations, performance of practical tasks, case analysis). The project is an analysis of an international business organization by applying the theories of international business and internationalization of firms. Debates (the topic of international business debates is chosen, arguments are based on scientific literature, statistics). | Exam, Colloquium Theoretical assessment (test with open and closed type questions) Project. Debates. |
| Able to assess business money, risks and available resources (human, financial, infrastructural, etc.) when making international business development decisions. | Lectures. Seminars (simulation of situations, performance of practical tasks, case analysis). The project is an analysis of an international business organization by applying the theories of international business and internationalization of firms. Debates (the topic of international business debates is chosen, arguments are based on scientific literature, statistics). | Exam, Colloquium Theoretical assessment (test with open and closed type questions) Project. Debates. |
| Able to initiate and manage international business development projects. | Lectures. Seminars (simulation of situations, performance of practical tasks, case analysis). The project is an analysis of an international business organization by applying the theories of international business and internationalization of firms. Debates (the topic of international business debates is chosen, arguments are based on scientific literature, statistics). | Exam, Colloquium Theoretical assessment (test with open and closed type questions) Project. Debates. |
| Able to improve the practice of international business management by integrating classical and modern knowledge of management science, taking into account new opportunities for international business development. | Lectures. Seminars (simulation of situations, performance of practical tasks, case analysis). The project is an analysis of an international business organization by applying the theories of international business and internationalization of firms. Debates (the topic of international business debates is chosen, arguments are based on scientific literature, statistics). | Exam, Colloquium Theoretical assessment (test with open and closed type questions) Project. Debates. |

| Content | Contact hours | | | | | | Individual work: time and assignments | | |
|---|---------------|-----------|----------|-----------|-----------------|------------|---------------------------------------|-----------------|--|
| | Lectures | Tutorials | Seminars | Exercises | Laboratory work | Internship | Contact hours, total | Individual work | Tasks for individual work |
| Introductory lecture. Getting to know the course | 2 | | | | | | 2 | | |
| 1. The concept of internationalization of companies: the concept of international business, the nature and development of the company, models of companies. | 3 | | 2 | | | | 5 | 5 | Lectures, consultations, exercises. Methods of organization: problem-based teaching, using elements of distance education (slides, multimedia, Internet), individual and collective tasks, solving a complex task and preparing an internationalization project. |
| 2. Internationalization process: factors of internationalization, theories of internationalization, models of company internationalization stages, situational models, internationalization interaction and communication network model, internationalization motives, internalization barriers. | 3 | | 2 | | | | 5 | 5 | |
| 3. State and global economy: forms of state influence on international business, classification of political systems of countries, state levers of international regulation, regulation of commodity flows, regulation of foreign investments, measures regulating the activity of the country's industry, competitive advantages of national economies, state intervention depending on the stage of the product/technology life cycle . | 3 | | 2 | | | | 5 | 5 | |
| 4. Global organization of economic activities: production chain and their systems, arrangement of international and national company central offices, structure of "Types of Connections", arrangement of research and development activities, organization of production in international corporations, reorganization of an international company. | 3 | | 2 | | | | 5 | 5 | |
| Preparation for interim settlement | | | | | | | | 16 | |
| 5. International supply systems: full supply chain control; equal partnership; participation in supply systems; advantages and disadvantages of different choices in participating in supply systems. | 3 | | 1 | | | | 4 | 5 | Lectures, consultations, exercises. Methods of organization: problem-based teaching, using elements of distance education (slides, multimedia, Internet), individual and collective tasks, solving a complex task and preparing an internationalization project. |
| 6. Foreign market entry methods: market opportunity analysis, export/import, cooperation/coalitions - contractual methods, foreign direct investment, foreign market entry decision, method differences, control and risk, cost structure, consistency of method selection, method of method selection analysis. | 3 | | 2 | | | | 5 | 5 | |
| 7. Foreign market selection: Market descriptions. Factors influencing the choice of the international market. Market segmentation. International market segmentation criteria. Requirements for market segments. Market selection methods. Market portfolio management. Dependence of strategies on the country's attractiveness and competitive | 3 | | 2 | | | | 5 | 5 | |

| Content | Contact hours | | | | | | Individual work: time and assignments | |
|--|---------------|-----------|----------|-----------|-----------------|------------|---------------------------------------|-----------------|
| | Lectures | Tutorials | Seminars | Exercises | Laboratory work | Internship | Contact hours, total | Individual work |
| strength. Market selection and entry costs. Market fragmentation and market concentration. | | | | | | | | |
| 8. Strategic cooperation . macro factors promoting cooperation, lectures on cooperation in companies, types of cooperation, strategic partnership creation and management solutions. | 3 | | 1 | | | | 4 | 5 |
| 9. Creation and development of inter-company organizational networks: creation of inter-company networks, types of inter-company networks, interdependence of partners, contexts of supplier-buyer communication, management features of supplier-buyer communication, complexity of cooperation. | 6 | | 2 | | | | 8 | 10 |
| Exam preparation and taking it | | | | | | | | 17 |
| Total | 32 | 2 | 16 | | | | 50 | 83 |

| Assessment strategy | Weight, % | Deadline | Assessment criteria |
|---------------------|-----------|------------------------------------|--|
| Colloquium | 30% | Weeks 9 to 10 | Written test consists of open and closed questions. The evaluation is as follows: 3: Excellent knowledge and skills. Assessment level. 90% to 100% of correct answers. 2.5: Good knowledge and skills, non-essential mistakes are allowed. Synthesis level. 70% to 89% of correct answers. 2: Average knowledge and skills, there are some mistakes. Analysis level. 50% to 69% of correct answers. 1.5: Knowledge and skills are lower than average, there are some (essential) mistakes. Knowledge application level. 30% to 49% of correct answers. 0.5: Knowledge and skills still meet minimum requirements. A lot of mistakes. Knowledge and comprehension level. 10% to 29% of correct answers. 0: Minimum requirements are not met. 0% to 9% of correct answers. |
| Debates | 20% | Until the beginning of the session | Evaluation of the debate: 2 - Supports arguments with strong evidence, refutes opponents' arguments by presenting facts; 1 - Supports arguments with evidence; 0 - Arguments not supported by evidence. |
| Project | 10% | Until the beginning of the session | In the form of a project, choose an innovative organization and analyze its innovations, applied innovation strategies, propose innovation measures to the company under consideration. The following aspects of work are evaluated: - Structure and scope of the work: the structure of the written work is clear and logical, there are all the necessary parts (introduction, where the topic, objectives, tasks, methods, empirical material are presented; teaching, where the analysis and interpretation of the empirical material is presented; conclusions), the work is of adequate scope (30 % of grade); |

| Assessment strategy | Weight, % | Deadline | Assessment criteria |
|---|-----------|------------------------|--|
| | | | <ul style="list-style-type: none"> - Analysis and conclusions: the analysis is very detailed, the conclusions are reasonable, formulated on the basis of empirical material (20 % of grade); if the analysis is done but not detailed, the conclusions are not always justified, 1 point is awarded, no points are awarded for a superficial analysis. - Writing style and research culture: appropriate behavior with sources and citations; wording and style meet the requirements of a scientific paper (20 % of grade). - Project presentation. The quality of the presentation and the answers to the questions are evaluated (30% of the grade). The lecturer shall have the right to ask follow-up questions in order to make sure that no generative artificial intelligence (AI) tools (ChatGPT, etc.) were used by the student to prepare the assignment (i.e. the content of the work was not generated by AI tools) and, if necessary, to modify or cancel the evaluation of the work. |
| Exam | 30% | On the day of the exam | <p>The test consists of open and closed type questions (of different difficulty, from comprehension to assessment), each is worth one point. The evaluation is performed as follows:</p> <p>3: Excellent knowledge and skills. Assessment level. 90% to 100% of correct answers.</p> <p>2.5: Good knowledge and skills, non-essential mistakes are allowed. Synthesis level. 70% to 89% of correct answers.</p> <p>2: Average knowledge and skills, there are some mistakes. Analysis level. 50% to 69% of correct answers.</p> <p>1.5: Knowledge and skills are lower than average, there are some (essential) mistakes. Knowledge application level. 30% to 49% of correct answers.</p> <p>0.5: Knowledge and skills still meet minimum requirements. A lot of mistakes. Knowledge and comprehension level. 10% to 29% of correct answers.</p> <p>0: Minimum requirements are not met. 0% to 9% of correct answers.</p> |
| Active participation in seminars | 10% | During the semester | It is necessary to attend all seminars and actively participate in discussions and in solving the tasks related to case studies. |
| <p>Student's knowledge and skills during the session are assessed only if he/she fulfilled the requirements and assignments of a mid-term test during the semester.</p> <p>Student's knowledge and skills throughout all the tests and the examination is assessed from 1 to 10 points. The course is passed if:</p> <p>The results of all the tests are not lower than 5 points;</p> <p>The mark of the examination is not lower than 5 points;</p> <p>The final mark is presented not later than 4 days after the examination.</p> | | | |
| In cases when the Assessment Strategy includes a written assignment (written work, research paper, project, etc.) and the Assessment Criteria do not include a defence or an oral presentation of the written work, the lecturer shall have the right to ask follow-up questions in order to make sure that no generative artificial intelligence (AI) tools (ChatGPT, etc.) were used by the student to prepare the assignment (i.e. the content of the work was not generated by AI tools) and, if necessary, to modify or cancel the evaluation of the work. | | | |
| For the external examination, the following formula is applied: | | | |
| Final grade = (paper and its presentation grade) *0,5+ (examination grade) *0,5 | | | |
| Evaluation strategy working remotely the same as expected. | | | |

| Author | Year of publication | Title | Issue of a periodical or volume of a publication | Publishing place and house or web link |
|-------------------------|---------------------|-------------------------|--|--|
| Required reading | | | | |
| Daniels, John Day, | 2019 | International business: | Sixteenth | Harlow: Pearson |

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|---|------|---|---------------------|---|
| Radebaugh, Lee Howard, & Sullivan, Daniel P. | | Environments & operations | edition.; Global ed | |
| Santos, J. (2019). | 2019 | International Business Strategy | | Ashland: Society Publishing. |
| Svensson, G., Pehrsson, A., & Torres, R. | 2020 | International Firms' Strategic Orientation in Foreign Markets | | Bradford, West Yorkshire: Emerald Publishing Limited. |
| Schmidt, S. | 2018 | Internationalization of Business: Cases on Strategy Formulation and Implementation (MIR Series in International Business) | | Springer |
| Tournois N., & Very, P. | 2021 | Open Internationalization Strategy | | Routledge |
| Recommended reading | | | | |
| Dominguez, N., & Mayrhofer, U. | 2018 | Key Success Factors of SME Internationalisation | | Bingley: Emerald Publishing Limited |
| Van Tulder, R., Verbeke, A., & Piscitello, L. | 2018 | International Business in the Information and Digital Age. | | Bingley: Emerald Publishing Limited |
| John J., Wild K.L., Han. J. | 2014 | International Business | | Pearson Education Limited |