



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
GLOBAL STRATEGIC MANAGEMENT	

Academic staff	Core academic unit(s)
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Cycle	Type of the course unit
Second cycle	Elective, Individual Studies

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face to face/Remote	Autumn semester	English

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

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	34	96

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. Also studies will develop the capacity to analyze context of the strategy (external and organizational), creation and implementation in global context.		
Learning outcomes of course unit	Teaching and learning methods	Assessment methods
Students will be able to recognize the differences between local-international-global business which has an impact strategic management decisions. Students will get to know the variety of business strategies and tools for designing their own	Lectures, seminars, discussions, work in break out rooms, case study, filling the business model as a strategic tool	Project work, colloquium, exam.
Will be able to develop problem solving skills by considering perspectives of different cultures, will understand the essence of cultural flexibility within the business environment and apply the knowledge in negotiations, networking, collaboration, international leadership. Will be able to recognize cultural diversity and its impact on global business decisions.	Lectures, seminars, discussions, work in break out rooms, case study.	Peer feedback, reflection, presentation, role play in negotiation within different cultures
Will be able to develop a holistic approach to international business management, to understand the importance of corporate social responsibility and business ethics in a global scale and its impact on competitive advantage in terms of hiring talents of new generation and contribute to the society not as a choice but rather as a must. Students will also develop their personal skills as language, work in intercultural group, problem solving and creativity skills. Will be able to apply theoretical knowledge in practice, analyzing the current market situation and assessing the impact of development opportunities on a global scale	Lectures, seminars, discussions, work in break out rooms, case study.	Peer feedback, reflection, Presentation.

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Introduction to studies <i>Presenting objectives of the module, assessment strategy, discussion on a group work, homework, and readings. Getting to know each other, discussion on expectations, setting preliminary due dates for project work etc.</i>	2						2	2	Scientific literature overview, discussion, students practice how to navigate in the system and find information.
2. Global markets and competition. The context of the strategy: the external and organizational context <i>Presenting differences of local-regional-international-global business, advantages, and disadvantages, introducing main definitions and global competitiveness index and report.</i>	2		2				4	8	Analysis of definitions, analysis of global competitiveness report, reflecting, watching videos.
3. Global Business and Global Corporation Strategies <i>What is a global corporation and how it operates, what kind of problems it is facing, what kind of strategies can be applied, innovations in global market, business intelligence model. For the seminar and discussion: movie "The corporation"</i>	2		2				4	10	Problematic lectures, creative workshops, case study analysis, scientific literature analysis.
4. Guest: Blue Ocean strategy <i>The guest is an expert with extensive knowledge on red and blue strategies, will present examples and lead the discussion based on student's questions.</i>	2	2					2	10	Problematic lectures, creative workshops, case study analysis, scientific literature analysis.
5. International leadership <i>Intercultural negotiation and communication. Diversity management, creation of inclusive and engaging workplace (Innovative HR practices).</i>	2	2	2				4	15	creative workshops, case study analysis, scientific literature analysis, peer feedback
6. Cross-cultural Management <i>The impact of cultures on global management.</i>	2		2				4	15	Information analysis, discussions, case analysis, peer feedback
7. Business ethics and Social Responsibility in a global business context <i>Organizational integrity. Characteristics of ethical organizational culture and their relationship with organizational innovativeness. Discussion on Wells Fargo case and whistleblowing.</i>	2		2				4	15	Information analysis, discussions, case analysis
8. Guest: Global business: solar market industry <i>Guest with extensive knowledge on global solar market and industry. Will present interesting facts about renewable energy sector and how it effects global market.</i>	2	2					2	12	Problematic lectures, creative workshops, case study analysis, scientific literature analysis.
9. Preparation for the examination <i>Wrapping off the module</i>	2						2	14	
Total:	18	6	10				34	96	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Active participation during the seminars	20	During the semester	Accomplishment of tasks for the seminar: readings, videos etc. Every seminar is assessed by 2 point (5 seminars). The final grade will be calculated at the end of the semester, considering the maximal number of the seminars in which a point could be gained.
Case study	40	During the semester	<p>Case study on selected global business model or proposed by lecturer (e.g. renewable energy, sustainable fashion). Students will analyze the newest trends by answering the main research question: <i>What is the micro and macro impact on the existing markets (in a long and short run)?</i></p> <p>Questions to help with analyzing: <i>why it is important? How and why has it started? What is the evolution of the selected case? What is the forecast for the future, how this market will evolve and what impact will it make?</i></p> <ol style="list-style-type: none"> 1. Applying theoretical background – 50% 2. Skills of reasoning using variety of supporting articles (not less than 10, not older than 3 years) – 50% <p>The work is individual unless the group is bigger than 10 students and it makes sense to do the case study in groups.</p> <p>Length of work: 5 pages, 12ppt, 1.5 line spacing, Font: Arial, Text: Justified.</p> <p>Structure: Title page, Relevance of the topic, analytical part, conclusions, list of sources.</p> <p>Deadline: 1st of December, 2024</p> <p>! Important: Submission to <i>emokymai</i> not later than 1st of December, 2024. For all later submissions (till 20th of December) will be applied the penalty - 3 points. All submissions after 20th are not going to be evaluated at all.</p>
Examination	40		<p>Multiply choice test consists of open and closed questions.</p> <p><i>Evaluation:</i></p> <p><i>The examination will consist of open and closed questions of diverse complexity, ranging from understanding to analytical evaluation. In total 25 questions with the worth of 0.25 points each.</i></p> <p>The examination will be taken on Moodle (VMA) platform.</p>
<p>A student's knowledge and skills during the session are assessed only if he/she fulfilled the requirements and assignments during the semester. 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> <ul style="list-style-type: none"> • The results of all the tests are not lower than 5 points; • The mark of the examination is not lower than 5 points; <p>The final mark is presented not later than 4 days after the examination.</p> <p>For the external examination, the following formula is applied: Final grade = Test (50 %) + Case study project work (50%)</p> <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 defense 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.</p> <p>Evaluation strategy working remotely the same as expected</p>			

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Required reading				
P. Lasserre	2017	Global Strategic Management	4 th edition	Macmillan International Higher Education

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A. Vasiliauskas	2015	Strateginis valdymas: įmonių ir nacionalinės ekonomikos strategijų sintezė		Vilniaus universiteto leidykla
M. W. Peng	2014	Global strategic management	3th edition	South-Western Cengage Learning
K. Ž. Svetikas, M. Arimavičiūtė	2012	Strateginis valdymas: vadovėlis		Mykolo Romerio universitetas
J. A. Pearce II, R. B. Robinson		Strategic management : formulation, implementation, and control	10 th edition	McGraw-Hill/Irwin
D. L. B. Goetsch, S. B. Davis.	2013	Quality management for organizational excellence: introduction to total quality.		KHF: UDK 658.562
Recommended reading				
B. Berghaus, G. M. Stewens, M. Reinecke.	2014	The management of luxury : a practitioner's handbook.		KHF: UDK 658.8
D. L. Goetsch, S. Davis	2012	Quality Management for Organizational Excellence: Introduction to Total Quality	7 th edition	Prentice Hall
J. R. Evans, W. M. Lindsay,	2012	Managing for quality and performance excellence.	9 th edition	Cengage Learning
A. Makštutis	2016	Strateginis valdymas		http://evedlys.pavb.lt/wp-content/uploads/2017/02/strateginis_valdymas_2016_1.pdf
J. A. Pearce II, R. B. Robinson	2013	Strategic management : planning for domestic and global competition		McGraw-Hill
R. M. Grant, J. Jordan	2012	Foundations of strategy		Wiley and Sons