



## DESCRIPTION OF COURSE UNIT

Course unit title	Course unit code
<b>GLOBAL STRATEGIC MANAGEMENT</b>	

Lecturer (s)	Department where course unit is delivered
Oksana Pavlova	Kaunas Faculty Muitines 8, LT-44280 Kaunas, Lithuania

Cycle	Type of the course unit
Second cycle	Mandatory course

Mode of delivery	Semester or period when the course unit is delivered	Language of instruction
Lectures/Seminars	3 semester	English

Requirements	
<b>Preliminary requirements:</b> -	<b>Related requirements:</b> -

Number of ECTS credits allocated	Student workload	Contact work hours	Individual work hours
5	130	34	96

### Purpose of the course unit: programme competences to be developed

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	Lectures, seminars, discussions, work in break out rooms, case study.	Peer feedback, reflection, Presentation.

practice, analyzing the current market situation and assessing the impact of development opportunities on a global scale.

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
<b>1. Introduction to studies</b> <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 analysis, discussion.
<b>2. Global markets and competition. The context of the strategy: the external and organizational context</b> <i>Presenting differences of local-regional-international-lobal 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.
<b>3. Global Business and Global Corporation Strategies</b> <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	12	Problematic lectures, creative workshops, case study analysis, scientific literature analysis.
<b>4. Global Network Strategies</b> <i>Why there is a need for networking strategies? Where and how to develop networking.</i>	2						4	8	Problematic lectures, creative workshops, case study analysis, scientific literature analysis.
<b>5. International leadership</b> <i>Intercultural negotiation and communication. Diversity management, creation of inclusive and engaging workplace (Innovative HR practices).</i>	4		2				6	15	creative workshops, case study analysis, scientific literature analysis, peer feedback
<b>6. Cross-cultural Management</b> <i>The impact of cultures on global management.</i>	2		2				4	15	Information analysis, discussions, case analysis, peer feedback

<b>7. Business ethics and Social Responsibility in a global business context</b> <i>Organizational integrity. Characteristics of ethical organizational culture and their relationship with organizational innovativeness.</i> <i>Discussion on Wells Fargo case and whistleblowing.</i>	2		2					<b>4</b>	<b>15</b>	Information analysis, discussions, case analysis
<b>8. Evaluation and Control in Strategic Planning</b> <i>Strategic management model, the evaluation and control process and tools, ISO standards.</i>	2		2					<b>4</b>	<b>12</b>	Problematic lectures, creative workshops, case study analysis, scientific literature analysis.
<b>9. Preparation for the examination</b> Wrapping up the module	2							<b>2</b>	<b>14</b>	
<b>Total:</b>								<b>34</b>	<b>96</b>	<b>130</b>

Assessment strategy	Weight, %	Date of examination	Assessment criteria
Active participation during the seminars	15	During the semester	Accomplishment of tasks for the seminar: readings, videos etc. Every seminar is assessed by 0.6 point (10 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.
Reflection on paper	15	During the semester	The scientific paper will be presented for the students which they will have to read and write 1-2 pages of reflection – critical opinion based on gained knowledge. <i>The following aspects will be evaluated:</i> 1. <i>Applying theoretical background – 50%</i> 2. <i>Skills of reasoning – 50%</i>
Analytical applied work in groups and presentation of its	30	14th week of the semester	Project work defended by solving practical tasks and to justify decisions by theory. Student's project work is presented in practical lectures. The scope of work is 8-10 pages without the title page, in 12pt Times New Roman font and 1,5 line spacing. The students should argue the choice of the problem, analyse potential solutions in other businesses or societies, propose one solution and elaborate on its realization, arguing the choice of means/instruments etc. <i>The following aspects will be evaluated:</i> 1) <i>analysis of the identified problem and proposed solution (90% of the overall grade): analysis is concise and cohesive, based on information sources and research papers, clear and logical, related to the definite business, considering the context of its activities;</i> 2) <i>Presentation (10% of the overall grade): the presentation is well-argued and clearly communicates the findings of the work and proposal to the business; the presenters maintain contact with the audience, question and time management, clarity of speech</i>

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><i>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</i></p>			

Author	Year	Title	Number of periodical publication or publication Volume	The place of publication and publisher or online link
<b>Required reading</b>				
P. Lasserre	2017	Global Strategic Management	4 <sup>th</sup> edition	Macmillan International Higher Education
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 <sup>th</sup> 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
<b>Recommended reading</b>				
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 <sup>th</sup> edition	Prentice Hall
J. R. Evans, W. M. Lindsay,	2012	Managing for quality and performance excellence.	9 <sup>th</sup> edition	Cengage Learning
A. Makštutis	2016	Strateginis valdymas		<a href="http://evedlys.pavb.lt/wp-content/uploads/2017/02/strateginis_valdymas_2016_1.pdf">http://evedlys.pavb.lt/wp-content/uploads/2017/02/strateginis_valdymas_2016_1.pdf</a>
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