



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<b>GLOBAL BUSINESS STRATEGY</b>	

Academic staff	Core academic unit(s)
<b>Coordinating:</b> J. Assist. Donatas Voveris <b>Other:</b> -	Faculty of Economics and Business Administration, Saulėtekio av. 9, (II building), Vilnius

Study cycle	Type of the course unit
Second	Compulsory

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

Requisites	
<b>Prerequisites:</b> -	<b>Co-requisites (if relevant):</b> -

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Purpose of the course unit		
The aim of the course is to equip students with the knowledge and frameworks necessary to address strategic business challenges in the global economy. Students will learn foundations of global business, how to analyze competitive environments, and make informed decisions and use strategy tools in global markets		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students will master the core principles, models, and frameworks of strategic management, including competitive strategy, Blue Ocean Strategy, and global business foundations	Readings, lectures, class discussions, individual and team assignments	Individual assignments (case study discussion and case study paper), in-class discussions, team assignment, final exam
Students will be able to critically analyze global and local markets, conduct competition analysis, and identify strategic opportunities in diverse cultural and institutional environments	Readings, lectures, class discussions, individual and team assignments	Individual assignments (case study discussion and case study paper), in-class discussions, team assignment, final exam
Students will be able to apply strategic management and market analysis techniques to develop innovative solutions for entering and competing in new global markets	Readings, lectures, class discussions, individual and team assignments	Individual assignment (case study paper), in-class discussions, team assignment, final exam
Students will be able to design and assess organizational structures that effectively support global business operations and adapt to changing market conditions	Readings, lectures, class discussions	In-class discussions, final exam

Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. Foundations of strategy and global business	4						4	6	Read materials from the Required reading list: #1 Chapter 11 (p. 359–395); #3
2. Competitive strategy (generic competitive strategies)	4						4	14	Read materials from the Required reading list: #2 Chapter 2 (p. 34–46); #4; #6. Prepare for case study discussion (Case will be provided during 1 <sup>st</sup> lecture)
3. Blue Ocean Strategy	6						6	30	Read materials from the Required reading list: #7; #8. Do Blue Ocean Strategy idea development and presentation team assignment
4. Techniques for market and competitor analysis	6						6	20	Read materials from the Required reading list: #2 Chapter 3 (p. 47–74); #5. Write case study paper (Case will be provided during 1 <sup>st</sup> lecture)
5. National differences, institutions, and culture	2						2	4	Read materials from the Required reading list: #1 Chapters 2 (p. 41–85) and 3 (p. 87–121)
6. Entering new global markets	6						6	8	Read materials from the Required reading list: #1 Chapter 12 (p. 397–421); #2 Chapters 13 (p. 275–298) and 16 (p. 339–357)
7. Organizational structures for global business	4						4	8	Read materials from the Required reading list: #1 Chapters 14 (p. 445–471), 15 (p. 473–505) and 16 (p. 507–533)
8. Final exam	0						0	8	Review course materials
<b>Total</b>	<b>32</b>						<b>32</b>	<b>98</b>	

Assessment strategy	Weight %	Deadline	Assessment criteria
Case study discussion	10%	2024-11-14	<p><b>1 point:</b> Student shows thorough understanding and provides detailed analysis of the case, actively contributes insightful points, formulates relevant questions, and offers constructive feedback</p> <p><b>0,5 point:</b> Student shows basic understanding and provides general analysis of the case, participates with some relevant points, formulates some questions, and offers limited feedback</p> <p><b>0 points:</b> Student lacks understanding and provides superficial analysis of the case, rarely if ever participates, does not formulate questions, and does not engage in feedback. Or does not participate in discussion</p>
Case study paper	20%	2024-11-21	<p><b>2 points:</b> In the paper, student provides a comprehensive and well-structured solution with detailed analysis, clear reasoning, and strong support from evidence, addresses all key issues and offers actionable recommendations</p> <p><b>1 point:</b> In the paper, student presents a solution with some analysis and reasoning, supported by relevant evidence, addresses most key issues but may lack depth or detail in recommendations</p> <p><b>0 points:</b> In the paper, student offers a vague or incomplete solution with minimal analysis and evidence, fails to address key issues or provide actionable recommendations. Or does not submit the paper</p>
Blue Ocean Strategy idea development and presentation (team assignment)	30%	2024-11-21	<p><b>3 points:</b> Team develops a highly innovative and clear Blue Ocean Strategy canvas with strong differentiation and thorough market research and delivers a compelling and well-organized presentation</p> <p><b>2 points:</b> Team creates a solid Blue Ocean Strategy canvas with noticeable differentiation and adequate market research and presents the strategy clearly with good organization</p> <p><b>1 point:</b> Team develops a basic Blue Ocean Strategy canvas with limited differentiation and minimal research and presents with unclear organization</p> <p><b>0 points:</b> Team fails to create and present a Blue Ocean Strategy canvas or creates canvas with poor differentiation and lack of research and presents disorganized content</p>
In-class discussions	10%	Full duration of course	<p><b>1 point:</b> Student actively participates in discussions, answers questions, formulates problems and questions, and provides critical feedback</p> <p><b>0,5 point:</b> Student participates in discussions and answers the questions asked</p> <p><b>0 points:</b> Student almost does not participate in the discussion, does not formulate problems, and does not answer the questions asked</p>
Final exam	30%	2024-11-25	Students will answer <b>20 closed-end questions</b> based on the required reading materials. The score will be determined by the percentage of correct answers, rounded to the nearest 0.5 points
To achieve a passing grade, two conditions must be met: the <b>final exam</b> must be passed with at least <b>50% correct answers</b> , and the <b>cumulative grade</b> must be <b>5.0 points or higher</b> . If a student passes the final exam but the			

cumulative grade is below 5.0 points, they must retake the exam until their cumulative grade reaches at least 5.0 points

External exam is not possible

#	Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
<b>Required reading</b>					
1	Charles W.L. Hill	2008	Global Business Today (Chapters No. 2; 3; 11; 12; 14; 15; 16)	5 <sup>th</sup> edition	McGraw-Hill
2	Michael E. Porter	1980	Competitive Strategy: Techniques for Analyzing Industries and Competitors (Chapters No. 2; 3; 13; 16)	-	Free Press
3	Michael E. Porter	1996	What Is Strategy?	Harvard Business Review Vol. 74	<a href="https://hbr.org/1996/11/what-is-strategy">https://hbr.org/1996/11/what-is-strategy</a>
4	Michael E. Porter	2018	Industry Structure and Competitive Strategy: Keys to Profitability	Financial Analysts Journal, Vol. 36 No. 4	<a href="https://doi.org/10.2469/faj.v36.n4.30">https://doi.org/10.2469/faj.v36.n4.30</a>
5	Michael E. Porter	2008	The five competitive forces that shape strategy	Harvard Business Review, Vol. 86	<a href="https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy">https://hbr.org/2008/01/the-five-competitive-forces-that-shape-strategy</a>
6	Michael E. Porter	1997	COMPETITIVE STRATEGY	Measuring Business Excellence, Vol. 1 No. 2	<a href="https://doi.org/10.1108/eb025476">https://doi.org/10.1108/eb025476</a>
7	W. Chan Kim, Renée Mauborgne	2005	Blue Ocean Strategy: From Theory to Practice	California Management Review, Vol. 47 No. 3	<a href="https://doi.org/10.1177/000812560504700301">https://doi.org/10.1177/000812560504700301</a>
8	W. Chan Kim, Renée Mauborgne	2004	Blue Ocean Strategy	Harvard Business Review	<a href="https://hbr.org/2004/10/blue-ocean-strategy">https://hbr.org/2004/10/blue-ocean-strategy</a>
<b>Recommended reading</b>					
9	W. Chan Kim, Renée Mauborgne	2005	Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant	-	Harvard Business Review Press
10	W. Chan Kim, Renée Mauborgne	2017	Blue Ocean Shift Beyond Competing: Proven Steps to Inspire Confidence and Seize New Growth	-	Hachette Books
11	Harvard Business Review, Michael E. Porter, W. Chan Kim, Renee Mauborgne	2009	HBR's 10 Must Reads on Strategy	-	Harvard Business Review Press