

Module Code	IBM
Module Title	International Business Management
Credit	20 (10 ECTS)
Module Leader	Prof. dr Vesna Milicevic

Aims

The aims of this module are:

- systematic understanding of the complexity and the dynamic nature of international business management;
- comprehensive understanding and appreciation of the impact of international environment on international business;
- practical understanding of applying international management methods and techniques;
- critical awareness in evaluating practice in the context of relevant business and management theoretical approaches;
- develop students' abilities for identification major trends in international business management.

Learning Outcomes

Knowledge

On successful completion of this module, the student will be able to demonstrate a systematic understanding informed by current research and relevant professional practice of:

1. concepts and issues in international business management;
2. process of creating and implementing internalisation strategies;
3. competencies required for a managerial position in international/global businesses;
4. new approaches to international management development.

Skills

On successful completion of this module, the student will be able to:

5. conduct research on topics presented in the module and to analyse, evaluate and compare findings and results;
6. make effective presentation of the research;
7. Show individual initiative, as well as teamwork and time management skills;
8. Apply methods and techniques relevant in international business management;
9. Use problem-solving skills in business practice.

Syllabus

- The nature and scope of international business management
- Internationalization and globalisation theories
- International business environment research and analysis
- Managing across borders and cultures – functions and processes
- International entry strategies and entry models
- Application of international management methods and techniques
- Alternative international business strategies – creation, implementation and control
- Business functions management in international context and the role of managers
- Creating and gaining competitive advantage in international environment
- The significance of multinational corporations
- Strategic alliances and mergers.
- Small business, internationalization and networking.
- Globalisation and regional economic integrations.

Learning, Teaching and Assessment Strategies

Lectures will be used to explore key concepts and approaches discussed in the syllabus and investigate relevant issues; workshops will be used to develop skills of applying international business management methods and techniques; group discussion of case studies is of great importance. Emphasis will also be placed to on independent research

Assessment Scheme

This module is assessed using coursework and examination.

30% Individual coursework (learning outcomes 1, 2, 4, 5) where students are expected to write an essay. Essay topic - week 7, deadline for final versions - week 11.

20% Group coursework (learning outcomes 3, 6, 7, 8, 9) where students are expected to implement creative problem solving method in small group presentation related to selected case study from practice. Students get assignments due week 8, deadline for final versions is week 12.

50% Examination (learning outcomes 1, 2, 3, 4, 5, 6, 8) occurs during the university examination period and is a 2-hour examination. Students are expected to answer closed and open ended questions.

Students will get feedback on draft versions if submitted two weeks before deadline. They will have at least one week to correct and improve the paper according to feedback. After submission of final versions, students' papers will be assessed in max three weeks. Students must strictly respect the deadlines.

Students need to pass coursework and examination and have minimum 50% in order to pass the module according to the following structure: individual coursework (minimum 15%), group coursework (minimum 10%) and examination (minimum 25%).

Assessment Weighting

Individual coursework 30%

Group coursework 20%

Examination 50%

Learning Materials

Essential

- F. Luthans , J.Doh: „International Management: Culture, Strategy, and Behavior“ McGraw-Hill/Irwin, 2009

Recommended

- G.Johnson, K.Scholes: “Exploring Corporate Strategy”, Pearson Education, 2006
- H.Deresky: ”International Management: Managing Across Borders and Cultures, Text and Cases“, Prentice Hall, 2010
- M.Papanastassiou, R.Pears: “The Strategic Development of Multinationals: Subsidiaries and Innovation”, Palgrave Macmillan, 2009
- D. Newlands (Author, Editor), M. J. Hooper (Author, Editor): “The Global Business Handbook: The Eight Dimensions of International Management“, Gower, 2009
- A.Verbeke: ”International Business Strategy: Rethinking the Foundations of Global Corporate Success“, Cambridge University Press,2009
- D.F.Spulber: “Global Competitive Strategy”, Cambridge University Press, 2007
- Dr V. Milićević: “Međunarodni menadžment-novije tendencije“ Fakultet organizacionih nauka, 2009.

Total Notional Learning Hours

200