

Faculty of Economic Sciences

Course title: INTERNATIONAL MANAGEMENT

ECTS: 6

Course form:

Lectures: 30 hrs.

Level: undergraduate, graduate

Prerequisite: non

Semester: winter, spring

Lecturer: Mariusz Maciejczak, Ph.D., www.maciejczak.pl

Teacher's e-mail address: mariusz_maciejczak@sggw.pl

Teacher's office: building:7, room: 13, phone: 22 / 59 34 235

Description:

The objective of the course is to develop knowledge and skills of future successful professionals, whom working internationally will be resourceful, innovative, and capable of pursuing new opportunities in uncertain and dynamic environment. The curriculum addresses the critical elements of international management, focusing on fundamental business knowledge, cross-cultural issues as well as innovative concepts of modern e-economy. The research-based content is balanced between innovation and management, strategy and structure, culture and behavior. The course stresses synergy approach between the issues such as trans-national and trans-cultural management concepts, business integration, capital for growth, practices of project management and e-business, with the emphasis on competitive advantage dynamics and strategic aspects of global operations. During the lectures the concept of the traditional business course will be set within a global context. It is assumed that international management knowledge and skills are advanced most effectively through academically rigorous and practically innovative teaching methods, including management games, case studies of best business practices and groundbreaking researches. Whether in small discussion groups or in class, always an active involvement will be demanded from students, allowing them to learn not only from the lectures, but also from each other.

Program:

- Diversity of management's concepts in international environment.
- Theories and factors influencing international competitive advantage.
- The domain of strategy and competitive dynamics.
- Global strategies of companies. Micromultinationals.
- Information – a key to success growth.
- Business integration: acquisitions, mergers, alliances.
- Innovation – a key to development.
- The practices of e-business.
- The practices of project management.
- Cross-cultural management concepts.
- Global leadership and adaptation.
- Leadership and culture.
- Conflict management across the cultures.

Learning outcomes (what student should know after course)

- To understand and describe the complexity of internationalization of business activity.
- To analyze various problems as international manager.
- To know how to take decisions in international environment.
- To work in an international group as both a leader and a member.

Passing form:

Tasks during course,
Final project.

Literature:

- International management: managing across borders and cultures /Helen Deresky. Upper Saddle River, NJ : Prentice Hall, 2000.
- Global and transnational business: strategy and management /George Stonehouse [et all.] John Wiley and Sons, 2004.
- Introduction to international business: a cultural approach to management /Barbara Mazur: Białystok University of Finance and Management, 2006.
- Handbook for international management research /ed. by Betty Jane Punnet and Oded Shenkar. Ann Arbor, MI: The Univ. of Michigan Press, 2004
- International business: critical perspectives on business and management /ed. Alan M. Rugman Vol.3 Strategic management of multinationals. London; Routledge, 2002
- Lahti A.; Globalization and the Nordic Success Model. Part I and II. Ventus Pub ApS.
- Minke A. G.; Working Abroad: European Perspectives. Ventus Pub ApS.
- Internet resources