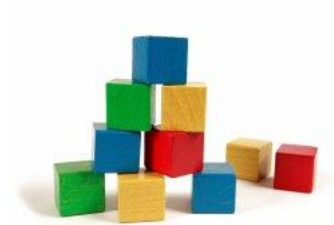




Warsaw University of Life Sciences - SGGW
Dr Mariusz Maciejczak

International Management



www.maciejczak.pl



INTRODUCTION

Mariusz Maciejczak,
Ph.D. in economics,
5 years as international manager,
over 30 countries visited ...

What is your
perspective?
Please present
yourself.





OBJECTIVES

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, due diligence 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.

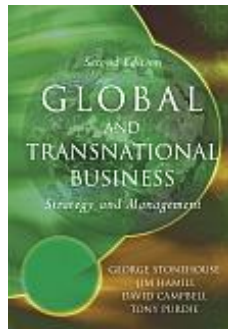


PROGRAM

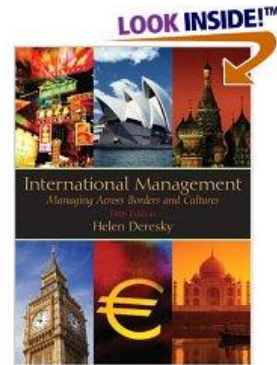
1. Diversity of management's concepts: international, global, trans-national and trans-cultural.
2. Theories of internationalization. MicroMultinationals.
3. Factors influencing competitive advantage in an international business environment. The domain of strategy and competitive dynamics.
4. Information - a key to success. The practices of due diligence.
5. Business integration: acquisitions, mergers, alliances.
6. Innovation - a key to development of e-business.
7. The practices of e-business.
8. International project management standards.
9. Cross-cultural management concepts.
10. Conflict management across the cultures.



RECOMMENDED BOOKS



**Global and Transnational Business:
Strategy and Management.**
2nd Edition
By: George Stonehouse, David Campbell,
Jim Hamill



**International Management:
Managing Across Borders and Cultures.**
5th Edition
By Helen Deresky



AVAILABLE BOOKS

- 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 al.] 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 management: cross-boundary challenges /Paul N. Gooderham and Odd Nordhaug. Malden, MA : Blackwell Publishing, 2003.
- International business and management /ed. by Derek S. Pugh [at all] Vol. 2. The impact of national culture on management London : Sage Publ, 2003.
- International business: critical perspectives on business and management /ed. Alan M. RugmanVol.3Strategic management of multinationals. London ; Routledge, 2002

**LIBRARY of WARSAW SCHOOL OF ECONOMICS - Biblioteka SGH,
Rakowiecka 22B str., Warszawa, Metro: Pole Mokotowskie**



REQUIREMENTS

- Successful **completion** of 3 reports (1 joint project -100%, 1 joint assignments, 1 sole paper) along with active class **involvement** rather than exam in order to develop comparative thinking of historical and contemporary issues with the ability to present the perspective of international management in a way of research and analitical skills as well as to provide own predictions as to future developments.



POLICY

- It is expected that you **attend** and participate in class. You are entitled to one unexcused absence without your grade being affected.
- All students are expected to **conduct** themselves with academic integrity. Academic integrity is completing the assignments of class on one's own and presenting no work completed by others as one's own. Academic dishonesty includes, but is not limited to plagiarism, fabrication, and cheating.
- The course complies with the principles of **equal** opportunity, non-discrimination and affirmative action. The course is available to all without regard to race, color, gender, religion, national origin, political persuasion, sexual orientation, marital status, handicap, height, weight, age, or other status.



CONTACT

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International means for me...



International perspectives

- **ECONOMIC**
- **SOCIAL**
- **ENVIRONMENTAL**



DEBATE – Pro and Cons GLOBALIZATION

The globalization of markets by Theodore Levitt

„Different cultural preferences, national tastes and standards, and business institutions are vestiges of the past. Some inheritances die gradually; others prosper and expand into mainstream global preferences. So-called ethnic markets are a good example. Chinese food, pita bread, country and western music, pizza and jazz are everywhere. They are market segments that exist in worldwide proportions. They don't deny or contradict global homogenization but confirm it”.

Theodore Levitt is Edward W. Carter Professor of Business Administration and head of the marketing area at the Harvard Business School. Published: May-June 1983 issue of the *Harvard Business Review*. Source: <http://www.vuw.ac.nz/~caplabtb/m302w07/Levitt.pdf>



DEBATE – Pro and Cons GLOBALIZATION

Critics of globalization by Neomi Klein

- Globalization is used as a blanket term for the increasing interdependence among the nations of the world in the economic, social, and cultural spheres as well as many more. It can refer to the practice of a television station airing all around the world news from one specific region, as well as the practice of a foreign company establishing a presence in a new market. Globalization is not limited to the passage of merchandise; what it can also refer to is the transmission of ideas and information across oceans.
- To say that Naomi Klein is against globalization, however, is a hasty generalization. It is much more accurate to state that she is against parts of globalization rather than all that the term "globalization" has come to represent. Her primary focuses are the economic policies enacted in the name of globalization policies under the innocuous name of "free trade." What she has come to oppose is the disparity among the rich and poor such policies create and the far-reaching consequences many of the actions have. Her position can be summarised in the words:
 - **No Space**
 - **No Choice**
 - **No Jobs**
 - **No Logo**

Neomi Klein. No Logo: Taking Aim at the Brand Bullies (2000)



Q: Is global homogenization a good or a bad process from environmental, social and economic points of view?

Split into two groups – PRO and CONS – prepare your arguments. Choose a representative for discussion. The representatives will discuss each of 3 perspectives (economic, social, environmental) for 5 minutes. The voice might be forwarded to another person from the group.