

Summer University Warsaw 2020 – SGH

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Course title: Firm Strategies in International Business

Duration: 28 contact hours

Objectives:

1. To develop students' skills in the analysis and evaluation of internal and external factors affecting firms strategy in international context.
2. Explaining the sources of firm's international competitive advantage and familiarizing students with specific characteristics of business and corporate strategies in international market.
3. Familiarizing the students with the concept of firms' international networking and providing insight into inter-and intra-organizational relationships and their importance for firm's performance in international business..

Outline:

1. Conceptual foundations of international business strategy (IBS). Overview of major determinants of IBS. Reasons for firm's international engagement. Strategy levels
2. Internal determinants of firm's strategy; resources and dynamic capabilities; sources and critical role of firm-specific advantages (FSA) in international business.
3. External determinants of firms strategy in international business.
4. Firm's home-country specific competitive advantages (Porter's "diamond model").
5. Host-country location advantages. Combining firm-specific advantages and location advantages in a multinational network
6. Inter-firm collaborative networks in international business. Vertical and horizontal linkages in international markets. PARTS model.
7. Organizational culture in the multinational enterprise (MNE). Models of intercultural management: the models of cultural domination, cultural coexistence, and of cultural cooperation.
8. International strategies of corporate social responsibility (CSR)/ sustainable development (SD)

Teaching methods:

1. Lectures
2. Exercises
3. Case studies
4. Team work
5. 1 project per couple of students with an oral presentation and a written report
6. Videos

Assessment:

1. Team project with written report and oral presentation
2. Short individual presentation

Learning outcomes:

1. Student knows contemporary theoretical concepts in an area of international business and strategic management in the globalization context;
2. Student is capable to identify and to define various issues in an area of management in international business basing on theoretical background;
3. Student is able to implement the right tools for analysis and evaluation of operating conditions of the firm in the international business;
4. Student is able to identify the sources of international competitiveness of the firm and to assess the level of corporate competitiveness
5. Student is able to formulate and justify a business-level strategy, corporate strategy and network-level strategy in international business. .
6. Student is able to gather information from various international sources;

Journals & Books References:

1. J. Dunning, S. Lundan, Multinational Enterprises in the Global Economy, 2nd ed. Edgar Elgar, Cheltenham 2009;
2. A.A. Thompson, A.J. Strickland, J.E. Gamble, Crafting and Executing Strategy, 17th ed., McGraw-Hill - Irwin, Boston 2010;
3. M.W. Peng, Global Strategic Management, 2nd ed., Cengage Learning, 2009.
4. Harvard Business Review