

Attachment No. 3

to Decree No. 10 of the Rector of the Warsaw School of Economics
dated March 11, 2024

“Firms Strategies in International Business” course program

Course organiser: Centre for Open Education

Organisational unit responsible for content: Centre for Open Education

PRK level: 7

Course objectives:

This course aims to enhance students' capabilities in analyzing and evaluating the internal and external factors that influence a firm's strategy in an international context. It will cover the origins of a firm's international competitive advantage, ensuring students become familiar with the distinct aspects of business and corporate strategies in the global market. Additionally, the course will introduce students to the concept of international networking for firms, offering insights into both inter- and intra-organizational relationships and highlighting their significance in improving a firm's performance in international business.

Learning outcomes for the course:

Knowledge – the graduate knows and understands:

No.	Description	PRK code
W1	Contemporary theoretical concepts in an area of international business and strategic management in the context of globalization	P7S_WK
W2	How to recognise and delineate various issues within the realm of management in international business, grounded on theoretical underpinnings	P7S_WK P7S_WG
W3	How to apply the appropriate instruments for the analysis and assessment of the operating conditions of the firm in the international business context	P7S_WK

Skills – the graduate is capable of:

No.	Description	PRK code
U1	Identifying the sources of international competitiveness of the firm and to assess the level of corporate competitiveness	P7S_UW
U2	Formulating and justifying a business-level strategy, corporate strategy and network-level strategy in international business	P7S_UW
U3	Gathering information from various international sources	P7S_UW

Social competences – the graduate is prepared to:

No.	Description	PRK code
K1	Think and act entrepreneurially	P7S_KO
K2	Apply principle of corporate responsibility	P7S_KR

Course program:

No.	Name of the subject/ theme block	Number of hours
1.	Conceptual foundations of international business strategy (IBS). Overview of major determinants of IBS. Reasons for firm's international engagement	4
2.	Internal determinants of firm's strategy; resources and dynamic capabilities; sources and critical role of firm-specific advantages (FSA) in international business	4
3.	External determinants of firm's strategy in international business.	4
4.	Firm's home-country specific competitive advantages (Porter's "diamond model")	4
5.	Host-country location advantages. Combining firm-specific advantages and location advantages in a multinational network	4
6.	Inter-firm collaborative networks in international business. Vertical and horizontal linkages in international markets. PARTS model	4
7.	Organizational culture in the multinational enterprise (MNE). Models of intercultural management: the models of cultural domination, cultural coexistence, and of cultural cooperation	4

8.	International strategies of corporate social responsibility (CSR)/ sustainable development (SD)	4
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Total number of hours: 32

Total ECTS credits: 3

Verifying learning outcomes for the course:

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

Documenting learning outcomes for the course:

1. Case studies
2. Written reports
3. PowerPoint presentations

Literature:

- 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

Matrix of learning outcomes for subjects/ theme blocks covered by the course program:

Knowledge – the graduate knows and understands:

Learning outcomes	1	2	3	4	5	6	7	8
W1	x						x	
W2		x		x		x		
W3	x		x				x	

Skills – the graduate is capable of:

Learning outcomes	1	2	3	4	5	6	7	8
U1	X		x	x			x	
U2		X		x		x		x
U3	X	X	x		x		x	x

Social competences – the graduate is prepared to:

Learning outcomes	1	2	3	4	5	6	7	8
K1	x		x	x	x	x	x	x
K2		x	x		x	x	x	x