



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Global Business	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Dr Associate Prof Andrius Jaržemskis	Business department, Faculty of Economics and Business Administration
Other(s):	

Study cycle	Type of the course unit (module)
First	Mandatory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face to face	Autumn semester	English

Requirements for students	
Prerequisites: Marketing, Economics	Additional requirements (if any):

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed		
<p>Generic competences to be developed:</p> <ul style="list-style-type: none"> - Ability to make business decisions and business worldwide expanding solutions. - To understand external forces that act in global business decision making. - Students, study the importance of international business and peculiarities of its organization, will be able creatively solve problems of international business. - Students will be able to communicate in the inter-cultural context, to analyze information and to make reasoned conclusions. <p>Subject-specific competences to be developed</p> <ul style="list-style-type: none"> - Will be able to evaluate international business company and its environment systematically. - Will be able to plan, organize and manage practical activity of international business. 		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will be able to understand the importance of international business and factors influencing its activity.	Lectures are conducted using the cases-based theory teaching method, involving students into discussion. Power Point presentations are used for illustrations and structuring. During the seminars – evaluation of independent work and presenting skills and discussion in the classroom assessed the ability to customize the theoretical lectures arranged knowledge in solving practical problems.	Midterm test using multiple choice selection-based questionnaires.
Will be able to understand international business theories and evolution as well as to be familiar with concept of global business and main forces promoting business internationalization.		For seminars will be evaluated ability to analyze cases, to argues and to apply theory when solving practical problems.
Will be able to compare options (international trade, licensing franchising, strategic alliances, foreign direct investments) and to select suitable entry mode.		
Will be able to analyze international business environments (economic, political, social, technological, ecological, cultural) and to select		Final exam using multiple choice selection-based questionnaires.

favorable ones for international business development.		For seminars will be evaluated ability to analyze cases, to argues and to apply theory when solving practical problems.
Will be able to apply systematic approach analyzing activity of international business company and to understand specifics of international company intercultural and remote management.		
Will be able to evaluate the importance of e-business for international business development.		

Content: breakdown of the topics	Contact hours								Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
1. Concept of international business and main forces promoting business internationalization.	3		1					4	6	Presentation and reporting individual assignment on basis of topic thematic.
2. Theories and evolution of international business.	3		2					5	6	Presentation and reporting individual assignment on basis of topic thematic.
3. International trade: Export, Import, Global Logistics, INCOTERMS, Tariffs, Nontariff Barriers and Protectionism.	3		2					5	6	Presentation and reporting individual assignment on basis of topic thematic.
4. Licensing and franchising.	3		1					4	7	Presentation and reporting individual assignment on basis of topic thematic.
5. Strategic alliances.	3		1					4	7	Presentation and reporting individual assignment on basis of topic thematic.
6. Foreign direct investments, mergers and acquisitions.	3		2					5	7	Presentation and reporting individual assignment on basis of topic thematic.
7. Selection a form for business internationalization.	2		1					3	7	Presentation and reporting individual assignment on basis of topic thematic.
8. Political, legal and economic environment of international business.	4		2					6	12	Presentation and reporting individual assignment on basis of topic thematic.
9. Competitiveness in technological, ecological, energy and logistical environment of international business.	2		1					3	6	Presentation and reporting individual assignment on basis of topic thematic.
10. Social (cultural and demographic) environment of international business.	2		1					3	6	Presentation and reporting individual assignment on basis of topic thematic.

11. Specifics of international company intercultural and remote management.	2		1					3	6	Presentation and reporting individual assignment on basis of topic thematic.
12. International marketing and market research.	2		1					3	6	Presentation and reporting individual assignment on basis of topic thematic.
Total	32		16					48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Individual assignments	40	4-16 th week	The ability to use different sources of information identifying a selected topic, the ability to present and argues the topic to audience in a clear and understandable manner, highlighting the essentials. The ability to use theoretical knowledge obtained during lectures as well as other research papers and publications and open source statistical information in situational simulation, analysis, justification and decision-making. Seminar presentation is optional.
Midterm exam	30	8th week	Topics 1 to 7. Logical thinking, the ability to apply theoretical knowledge ant ability to demonstrate the developed material level to be evaluated. Multiple choice questionnaire to be used. Positive grade is obligatory to go for final exam. The threshold is 50 percent correct answers.
Final exam	30	16th week	Topics 8 to 13. Logical thinking, the ability to apply theoretical knowledge ant ability to demonstrate the developed material level to be evaluated. Multiple choice questionnaire to be used. Positive grade is obligatory to pass final exam. The threshold is 50 percent correct answers. The final grade to be counted as sum of individual assignment grade, midterm exam grade and final exam grade.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Jarzemskis, A.	2022	The e-course of Global operations and logistics.	E-edition.	Vilnius University virtual teaching environment.
Salvatore, D.	2015	International Economics.	12 th Edition	Wiley.
Steers, R. M. Sanchez-Runde, C. J. , Nardon, L.	2014	Management Across Cultures: Challenges and Strategies.	3 rd Edition	Cambridge University Press, 2010.
Venkateswaran, N..	2011	International Business Management	2 nd Edition	New Age International Ltd, 2011
Optional reading				
Carpenter, M.A.	2011	International business.	3 rd Edition	University of Wisconsin at Madison, 2011,
Czinkota, M. R.	2015	International Business	3 rd Edition	Routledge.
Rodrigue, J. P.	2017	The Geography of Transport Systems	4 th Edition	Routledge