

STUDY SUBJECT DESCRIPTION
INTERNATIONAL BUSINESS

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
<i>BUSINESS MANAGEMENT AND INNOVATIONS</i>	Optional	1 st	2 nd year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e- learning/...)
3 rd	4 ECTS	Lithuanian	face-to-face, e-learning
Learning outcomes		Study methods	Assessment methods
<p>After completion of the study subject, a student should be able:</p> <p>LO 1 to analyse and evaluates the impact of globalisation and economic integration on the development of international business and the forces of the international business environment on the performance of multinational enterprises.</p> <p>LO 2 to apply theories of international trade and investment in an integrated manner to identify international business environments, solving complex economic problems in new international business environments</p> <p>LO 3 to understand the role of innovation in international business development and be able to assess the benefits of its use for the firm.</p> <p>LO 4 to understand and creatively applies international trade policy frameworks and tariff and non-tariff regulatory approaches to critically assess the impact of government policies on international business operations, human resource management, and innovation performance.</p> <p>LO 5 to undertake analysis and organisational assessment of the principles of international market and international business strategy planning and the selection of an appropriate strategy for a specific company.</p> <p>LO 6 To negotiate and solve socio-cultural problems in the business development process.</p>		<p>Lectures</p> <p>Practical tasks</p> <p>Group work</p> <p>Discussions</p> <p>Independent study of core and supplementary literature in the subject using library and internet resources</p>	<p>Test</p> <p>Presentation (public speaking)</p> <p>Group tasks assessment</p> <p>Project work</p>

<p>LO 7 to communicates in foreign languages to negotiate and organise joint ventures with foreign partners.</p> <p>LO 8 to know executive leadership and motivational tools in multinational companies.</p> <p>LO 9 to analyse and evaluates the characteristics of international human resources management and develops a human resources management model to ensure the improvement of personnel management in the company.</p>		
Prerequisites (these courses must have successfully completed before she/he can take this course)		
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Course content		
<ol style="list-style-type: none"> 1. New features of international corporate management 2. Socio-ethical and cultural issues in international business 3. International communications and negotiations 4. Leadership and motivation in multinational companies 5. International legal and policy environment and competition law 6. International strategic alliances - risks and governance 7. Organising multinational operations 8. Controlling international operations - deployment and cost management 9. International information systems management and global planning 10. International Human Resource Management 11. International labour relations in different countries 		
Recommended or required reading and other learning resources/tools		
<ol style="list-style-type: none"> 1. Fatehi, K., Choi, J. (2019) International Business Management Succeeding in a Culturally Diverse World. Springer 2. Collinson, S. , Narula, R., Rugman, A.M. (2020) International Business, 8th Edition. Pearson Higher Education 3. Sekliuckienė. J. (2014) Verslas augančiose rinkose. Kaunas: Technologija 4. Organization Science. http://orgsci.journal.informs.org/current.dtl 5. Journal of Economic Perspectives. http://www.aeaweb.org/jep/contents/index.php 6. Business News. http://www.verslozinios.lt 7. Emerald database. http://www.emeraldinsight.com/jotw/ 		