



SGH

Year	2018/2019	
Course title	European Strategies and International Business (CEMS)	
Course number	236071 - 0544	5 ECTS points
Lecturer	Sulejewicz Aleksander , PhD	

A. Course objective

More details in ECTS Information Booklet available on-line:<http://www.sgh.waw.pl/en/wspolpraca-en/ects/>

B. Course syllabus

The Course offers students the opportunity to develop and apply concepts in international strategic management. The course exposes the relationship between business environments and strategy formulation, strategy formulation and functional implementation for multinational firms, multicultural aspects of business. traditional and new strategic contexts are covered: entry into foreign markets, global competitive stance, inter-firm relationships and strategic partnerships.

C. Educational outcome

Knowledge	<ol style="list-style-type: none">1. Students understand the place of European business firms in the present world economy.2. Students comprehend the main determinants of global strategies in the context of economic change of the 21st century world market. ...
Skills	<ol style="list-style-type: none">1. Students master practical analysis of international competitive and cooperative strategies.2. Students are able to apply tools of strategic management to varying institutional contexts.2. Students are able to analyze concrete actions (cases) of firms and organisations in stylized historical contexts.
Social competencies	<ol style="list-style-type: none">1. Students are able to collect information on economies, sectors, public and private organizations and relations between them.2. Students are able to produce essays that could be used in the preparation of strategic documents envisaging globalisation of the firm.3. Practice of critical thinking.

D. Semester time table

- 1 Introduction : theoretical aspects of transnational management.
- 2 Industry analysis of sustainable world competitive advantage
- 3 case study.
- 4 case study.
- 5 Resource analysis of sustainable world competitive advantage
- 6 case study.
- 7 institutional analysis of sustainable world competitive advantage
- 8 case study.
- 9 case study.
- 10 case study.
- 11 case study.
- 12 case study.
- 13 Medium size enterprises in the world markets (hidden champions)
- 14 Medium size enterprises in the world markets (hidden champions)
- 15 Wrap up: summary / integrative case

E. Basic literature

Ch. A. Bartlett, S. Ghoshal, Transnational Management. Text, Cases and Readings in Cross-Border Management, 1st - 7th ed. IRWIN, 1992-2014; M.Peng, Global Strategic Management, Cengage Learning, 2014; A. Gupta, V. Govindarajan, Global Strategy and Organization, Wiley 2004.

F. Supplementary literature

cases (to be distributed in class); articles, chapters, press cutouts, etc. (to be distributed in class); H. Simon, Hidden Champions for the 21st century, HBS 2009;

G. Author's most important publications concerning the offered course

Quality of Business Environment/Jakość otoczenia biznesowego (a bi-lingual publication) in: Poland: Competitiveness Report, M. Weresa ed., 2006, 2007, 2008, 2009, 2010, 2011 WSE Warsaw; Pidvodni, rify modnoi biznes modeli albo kriticznyj pogliad na franszizu dla malych i srednich pidpriemstw [Problems in a fashionable business model: franchising] in: Synergija, Kiev 1/2003, p.34-41; Transfer prices in local markets in: A. Zorska, ed., Transnational corporations in Poland., LKAEM, Warsaw 2003; Elementy rachunkowości menedżerskiej w aspekcie międzynarodowym [Aspects of management accounting in international business] in: Rachunkowość międzynarodowa, L.Bednarski, D.Kortum, eds, PWE Warszawa, 2001; Partnerstwo strategiczne: Kompetencja XXI wieku [Strategic partnership: The Competence of the 21st Century], SIMP, Warszawa 1997; Le jeu des sociétés mixtes tel qu'on le joue en Pologne [The Joint Venture Game in Poland], Revue d'Etudes Comparatives Est-Ouest, Paris, I 1990, pp.41-65.

H. Numbers of required prerequisites

not required

I. Course size and mode

	Full-time	Saturday-Sunday	Afternoon
Total:	30	-	-
Seminar	30	-	-

J. Final mark composition	
traditional examination	35%
reports	30%
classes	35%

K. Foreign language requirments	
English	

L. Selection criteria	

M. Methods applied	
case studies	
reporty	
discussions	