

## Specification of courses for Courses' Book

Study program		Joint PhD study program of economic sciences		
Module				
Type and degree of studies		PhD studies – the third level		
Course		Management : strategy, culture and globalization		
ECTS		10	Status of the course (compulsory/elective)	Elective
Prerequisite	Completed master academic studies			
Objectives of the course	<p>This course is about the future challenges when managers working in a multicultural environment should approach examination and understanding of intercultural management and should know how to analyse business problems in global business context. The aim of the course is to show that for the business management systems is necessary respect for the environment , which is now global . Students should determine which are the main driving forces of globalization and to be able to analyse their impacts on nations , organizations and individuals.</p> <p>Students will analyse how the globalization of trade and investment affect on the creation of competitive advantages and strategy of big business systems. The module is designed to develop cultural awareness, knowledge and new competencies. The aim is, also, to pay attention to the development of new skills in human resource management in global business systems. It should demonstrate that globalization is a phenomenon that does not change only the appearance of the world but also the worldview. Accentuate that globalization has also local character and impact on daily life. Increase understanding and awareness of students' interconnectivity and consequent activities that carry a great risk</p>			
Outcome of the course	Students should acquire a basic understanding of the globalization of production, trade and investment and their impact on company business. The course completed students will be able to understand the main forces of globalization and its impact on people and business systems, to assess the impact of national and international trade policy on strategy and efficiency of business systems, to analyse global business strategies of large multinational companies as well as to see what is the role of culture today in business on a global level. Finishing this course, students will acquire high qualifications for research in this field.			
Content of the course				
Theoretical teaching	Globalization; cooperation and competitiveness; culture and management; global strategy and culture: stages and development; Intercultural management - global leaders and culture, how cultural differences affect business systems ?; globalization, culture of organization and national culture; training and "expatriate" development of managers, human resources development for global governance; global management team: respect the culture and teamwork; leading multicultural teams; business communication - different cultures and the role of the media; organizational behavior in different cultures; global leaders and global negotiations, women and global business.			
Practical teaching (practical work, additional)			seminars and research work, case studies, practice examples and exercises	
Literature				
	1	Luthans F.: International management: Culture, Strategy and Behavior, 7th Edition, UNIV of Nebraska Jonathan Doh, Villanova University		
	2	Adler N.: International Dimensions of Organizational Behavior, South-Western- Thomson Learning, Canada		
	3	Peng M.: Global strategic management, 2nd edition, International student edition, South-Western Cengage		
	4	Hitt M. A., Ireland R. D., Hoskisson R. E.: Strategic Management: Competitiveness and Globalization,		
	5	Worthington I., Britton C.: The Business Environment, Prentice Hall, 2009.		
Active classes per week during semester / year				
Lectures	Practical work	Additional work	Research	Other classes
45			75	
Methods of teaching	Preparation and presentation of seminars, essays and case studies relating to the problems studied at the course with particular emphasis on trends in globalization			
Assessment (maximum 100 points)				
Pre-exam tasks	Points	Final exam		Points
Activities during lectures		Written exam		30
Practical work		Oral exam		
Progress tests	30			
Seminar papers	40			