

## Information sheet for the course International Management

<b>University:</b> <i>Alexander Dubček University of Trenčín</i>	
<b>Faculty:</b> <i>Faculty of Social and Economic Relations</i>	
<b>Course unit code:</b> <i>KMaREZ/lz11PVd/14</i>	<b>Course unit title:</b> <i>International Management</i>
<b>Type of course unit:</b> <i>required elective</i>	
<b>Planned types, learning activities and teaching methods:</b> <i>Lecture: 2 hours weekly/28 hours per semester of study; face to face</i> <i>Seminar:</i>	
<b>Number of credits:</b> <i>3</i>	
<b>Recommended semester:</b> <i>3<sup>rd</sup> semester 2<sup>nd</sup> year</i>	
<b>Degree of study:</b> <i>I. (bachelor)</i>	
<b>Course prerequisites:</b> <i>none</i>	
<b>Assesment methods:</b> <i>During the semester there will be two tests for 10 points each via e-learning and one project. The condition for successful passing is to earn at least 55% on each test and 30 points for the project. The condition for successful passing is to earn at least 16 points. On the basis of the presented project, which verifies the ability to apply knowledge in the context of the described learning outcomes. At the end of the semester during the examination period: exam for 50 points. Final evaluation: Achieved average. Evaluation A: 90-100 points, evaluation B: 80-89 points, evaluation C: 70-79 points, evaluation D: 60-69 points, evaluation E: 50 - 59 points.</i>	
<b>Learning outcomes of the course unit:</b> <i>A student completing the course acquires an overview of the basic theses and concepts of international strategic management and international trade. The student will be able to approach the issue of international strategic management as a methodology aimed to ensure international competitiveness and efficiency of the decisions taken when drafting international enterprise strategy. The student will understand the role of managing apparatus and managerial procedures, which can be used to develop ideas and create perspectives needed to achieve the short term and long term objectives of the enterprise in the transnational market environment. After successful completion of a learning process the student is ready to pursue further university studies.</i>	
<b>Course contents:</b> <i>1. Introduction to the problems, recommended reading and conditions for passing the subject.</i> <i>2. International entrepreneurship and international business environment.</i> <i>3. The internationalization of the business entity.</i> <i>4. The international integration of the industrialized countries in the EU.</i> <i>5. International strategic management.</i> <i>6. A strategy of penetrating foreign markets for a business entity</i> <i>7. Forms and methods of entering the foreign market.</i> <i>8. Management of foreign trade.</i> <i>9. International marketing.</i> <i>10. International financial management.</i> <i>11. Human resource management in international business entity.</i> <i>12. International aspects of personnel management activities.</i> <i>13. The position of Slovakia in international entrepreneurship.</i>	
<b>Recommended of required reading:</b> <i>Strunz, H. a kol.: International Business I. Theorie und Fallstudien. Mercur Verlag, Wien/Berlin 2013</i>	

Strunz, H. – Dorsch, M.: *Management im internationalen Kontext*. Oldenbourg Verlag, München 2009

Strunz, H.: *Internationales management: Strategien und Fallstudien*. TnUAD, Trenčín 2006

Griffin, R.W. – Pustay, M.W.: *International Business: A Managerial Perspective*. Prentice Hall, New Jersey 2006

Hintošová, A. B. a kol.: *Medzinárodný manažment*. Ekonóm, Bratislava 2010

Pivarov, S. E. a kol.: *Meždunarodný manažment*. Piter, Petrohrad 2001

Porter, M. E.: *Competitive strategy: techniques for analyzing industries and competitors*. Free Press, New York 1980

Slávik, Š.: *Strategický manažment*. Sprint, Bratislava 2009

Sršňová, J. – Füzývová, L. – Roby, Z.: *Medzinárodné strategické rozhodovanie podniku*. Sprint, Bratislava 2010

Časopis FSEV – Sociálno-ekonomická revue

**Language:** Slovak

**Remarks:**

The course is offered in the winter semester of the second year of full-time undergraduate studies and in the winter semester of the second year of external undergraduate studies. This course is required elective.

**Evaluation history:**

A	B	C	D	E	FX
7.2	23.2	32.0	20.0	9.6	8.0

**Lectures:** PhDr. Erika Hančovská, PhD.

**Last modification:** 22.4.2014

**Supervisor:** doc. Mgr. Sergej Vojtovič, DrSc.