UČNI NAČRT PREDMETA / COURSE SYLLABUS	
Predmet:	Mednarodni strateški management
Course title:	International strategic management

Študijski program in stopnja **Study programme and level**	**Študijska smer** **Study field**	**Letnik** **Academic year**	**Semester** **Semester**
Mednarodni menedžment 2. stopnja	/	1.	1.
International management 2nd degree	/	1.	1.

Vrsta predmeta / Course type Obvezni / Compulsory

Univerzitetna koda predmeta / University course code:

Predavanja **Lectures**	**Seminar** **Seminar**	**Vaje** **Tutorial**	**Klinične vaje** **work**	**Druge oblike študija**	**Samost. delo** **Individ. work**	**ECTS**
30	0	20	0	0	100	6

Nosilec predmeta / Lecturer: prof. dr. Vito Bobek

Jeziki / Languages:	**Predavanja / Lectures:**	Slovensko/Slovenian	Angleško / English
	Vaje / Tutorial:	Slovensko/Slovenian	Angleško / English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisits:

Vsebina:

- Dimenzije mednarodnega managementa
- Strateško planiranje v mednarodnem managementu
- Dimenzije programiranja mednarodnega managementa
- Strateški pristop pri vstopanju na tuja tržišča
- Taktika v mednarodnem managementu

Content (Syllabus outline):

- Dimensions of International Management
- Strategic Planning in International Management
- Dimensions of Programming International Management
- Strategic Approach of Entering foreign Markets
- Tactics in International Management

Temeljni literatura in viri / Readings:

- Lasserre, Philippe. 2022. Global strategic management. Houndmills, Basingstoke, London: Bloomsbury Publishing.
- Ghemawat, Pankaj. 2018. Redefining global strategy: crossing borders in a world where differences still matter. Boston (Mass.): Harvard Business School Press.

- Grant, Robert M. 2015. Cases to accompany Contemporary strategy analysis. 9th ed. Hoboken, N.J.: Wiley.

Cilji in kompetence:

Splošni cilj tega predmeta je poglobiti vpogled v strateške odzive podjetij na zapletene probleme v procesu internacionalizacije. Predvsem se bodo okrepile posebne kompetence strateškega upravljanja in splošne kompetence.

Specifične kompetence - Po uspešnem zaključku bodo udeleženci sposobni:

1. primerjati in primerjati povezane teoretične koncepte, predstavljene na predavanjih, in razumeti razlike med strateškim managementom na enem trgu in mednarodnim / globalnim strateškim upravljanjem.
2. s pomočjo predstavitev podjetij in temu sledečih razprav razumeti strateške usmeritve podjetij za reševanje izzivov v procesu internacionalizacije.

To bo udeležencem omogočilo da:

- ustvarjajo, razvijajo in oblikujejo strateške koncepte na področjih mednarodnega strateškega vstopa na trg, ob visoki kakovosti teoretičnega pristopa in praktične vrednosti za podjetje.
- razvijejo veščine sprejemanja odločitev v mednarodnem strateškem upravljanju s premoščanjem teorije in prakse.

Splošne kompetence - Po uspešnem zaključku predmeta bodo udeleženci uporabljali generične kompetence na področjih kritične analize, sinteze, vodenja, timskega dela, komunikacije in predstavitve.

To jim bo omogočalo da:

- se počutijo samozavestno v argumentiranju strateških stališč, ki temeljijo na dobro raziskanih argumentih in močni teoretski podlagi.
- uspešno delujejo v skupinah in se učijo vloge voditeljev in sledilcev s tekmovalno igro.

Objectives and competences:

The overall objective of this course is to get a deeper insight into companies' strategic responses to complex problems in the internationalization process. Above that specific strategic management competences as well as generic competences shall be strengthened.

Specific competences - Upon successful completion you will:

1. contrast and compare related theoretical concepts presented in the lectures and readings, and understand the differences between single market and international/global strategic management.
2. comprehend companies' strategic directions in dealing with challenges in the internationalization process through company presentations and informed discussions.

This enables you to:

- create, develop and design strategic concepts in the areas of international strategic market entry that are high in theoretical quality and practical value for the company.
- develop decision-making skills in international strategic management by bridging theory and practice.

Generic competences - Upon successful completion of ISM you will use generic competences in the areas of critical analysis, synthesis, leadership, teamwork, communication and presentation.

This enables you to:

- feel confident in arguing a strategic position based on well researched evidence and a strong theoretical base.
- work successfully in teams and learn leader and follower roles through competitive role play.

Predvideni študijski rezultati:

Intended learning outcomes:

Ta predmet študente usmerja k spodbujanju znanj glede strateških analiz in razvojnih veščin, če nastopajo skupaj kot svetovalci pri mednarodnem projektu strateškega upravljanja. Ta praktični pristop študentom omogoča globlje razumevanje zapletenih strateških problemov v procesu internacionalizacije in rešitev, ki je usmerjen k sestavljanju strateških konceptov na ravni podjetij in podjetij. Študenti obravnavanemu podjetju nudijo smernice za odločanje v smislu mednarodne / globalne strategije.	This course invites students to foster strategic analyses and development skills by acting together as consultants for an international strategic management project. This hands-on course provides students with a deeper understanding of complex strategic problems in the internationalization process and a solution-oriented approach to composing strategic concepts on company and business levels. Students provide the company with decision guidance in terms of international/global strategy.

Metode poučevanja in učenja:	**Learning and teaching methods:**
Oblike dela: ☒ Frontalna oblika poučevanja ☒ Delo v manjših skupinah oz. v dvojicah ☒ Samostojno delo študentov ☒ E-učenje ☒ Kombiniran način študija ☐ Drugo (vpišite) _____ **Metode (načini) dela:** ☒ Razlaga ☒ Razgovor/ diskusija/debata ☐ Delo z besedilom ☒ Proučevanje primera ☐ Igra vlog ☒ Druge vrste nastopov študentov ☒ Reševanje nalog ☒ Študijski obiski podjetij ipd.) ☒ Vključevanje gostov iz prakse ☐ Udeležba na okrogli mizi, na konferenci	**Types of learning/teaching:** ☒ Frontal teaching ☒ Work in smaller groups or pair work ☒ Independent students work ☒ E-learning ☒ Blended Learning ☐ Other _____ **Teaching methods:** ☒ Explanation ☒ Conversation/discussion/debate ☐ Work with texts ☒ Case studies ☐ Role-play ☒ Different presentation ☒ Solving exercises ☒ Field work (e.g. company visits) ☒ Inviting guests from companies ☐ Attending round table and conference

Načini ocenjevanja:	Delež (v %) / Weight (in %)	**Assessment:**
Način (pisni izpit, ustno izpraševanje, naloge, projekt) • Domače naloge • Seminarska naloga – dokument • Seminarska naloga – predstavitev • Izpit	 30 % 25 % 25 % 20 %	Type (examination, oral, coursework, project): • Home assignments • Seminar paper - document • Seminar paper - presentation • Exam

Reference nosilca / Lecturer's references:

BOBEK, Vito, ČIVŠA, Ivana, HORVAT, Tatjana. Do only higher penalties help to achieve compliance in selected emerging markets?. *Ekonomska misao i praksa : časopis Fakulteta za turizam i vanjsku trgovinu*

Dubrovnik. 2022, god. 31, br. 2, str. 369-396. ISSN 1330-1039. https://hrcak.srce.hr/file/415994, DOI: 10.17818/EMIP/2022/2.2. [COBISS.SI-ID 136942595]

FIC, Antonija, BOBEK, Vito, KIRBIŠ ROJS, Monika, HORVAT, Tatjana. The influence of macroeconomic variables on sales of car manufacturers. *FAIMA Business & Management Journal*. mar. 2022, vol. 10, no. 1, str. 19-34, ilustr. ISSN 2344-4088. [COBISS.SI-ID 107167235]

SOMMERHUBER, Michael, BOBEK, Vito, STRAŠEK, Rok, HORVAT, Tatjana. Market potential of digital assets in developing countries : the case of Diem. *International journal of diplomacy and economy*. 2022, vol. 8, no. 2, str. 133-168. ISSN 2049-0895. https://www.inderscience.com/info/inarticle.php?artid=127044, DOI: 10.1504/IJDIPE.2022.10051180. [COBISS.SI-ID 130153987]

MOLTER, Marius, BOBEK, Vito, JUSTINEK, Gorazd, HORVAT, Tatjana. The influence of religiosity and culture on the economic, environmental, and social dimensions of CSR : a comparative case study of Taiwan and Austria. *International journal of happiness and development*. 2022, vol. 7, no. 3, str. 2033-221. ISSN 2049-2790. https://www.inderscience.com/info/inarticle.php?artid=127615, DOI: 10.1504/IJHD.2022.10052637. [COBISS.SI-ID 136797443]

VILCANQUI VELÁSQUEZ, Patricia, BOBEK, Vito, KOREZ-VIDE, Romana, HORVAT, Tatjana. Lessons from remarkable fintech companies for the financial inclusion in Peru. *Journal of risk and financial management*. feb. 2022, vol. 15, issue 2, str. 1-49, ilustr. ISSN 1911-8074. https://www.mdpi.com/1911-8074/15/2/62, DOI: 10.3390/jrfm15020062. [COBISS.SI-ID 97816579]