

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MANAGEMENT AND ADMINISTRATION

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, PhD)

SYLLABUS

SUBJECT: INTERNATIONAL STRATEGIC MANAGEMENT

DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE

YEAR OF STUDY: 5; SEMESTER: 9

TOTAL STUDENT WORKLOAD: 150 hours; incl. curricular 30 hours

CREDITS: 5

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl.		
● LECTURES	30	2
● SEMINARS / LAB. EXERCISES	0	0
EXTRACURRICULAR	120	-

Prepared by:

1.
(ch. asst. prof. Boncho Mitev, PhD)

Head of department
of Management and Administration:
(assoc. prof Dobrin Dobrev, PhD)

I. ANNOTATION

Course objectives:

- (1) *To familiarize students with the knowledge on strategy formulation and implementation in the international setting; to demonstrate to-date concepts and trends in international strategic management,*
- (2) *To develop skills concerning strategic analysis of enterprises running businesses internationally;*
- (3) *To stimulate social competences concerning strategic thinking and strategic leadership.*

Course key words: *strategic management concepts, strategic analysis, international strategies formulation and implementation.*

Student learning outcome achieved in the course

Knowledge and understanding

- *The students acquire knowledge and understanding of leading tendencies and megatrends in international strategic management*
- *The students use elementary knowledge of the strategies in international business management*

Application of knowledge and skills

- *The students use the obtained knowledge in strategic analysis of international expansion, international strategy formulation and implementation, as well as prepare strategic recommendations for advanced business strategies, and analysing firms in the international settings*
- *The students are prepared to think strategically about preparing innovations and expand internationally. They are ready to benefit from the entrepreneurial thinking and opportunities present in the international setting.*

Knowledge expansion and new skills development

- *The students are ready to be leaders of a small team within their specialization, also as a team consisting of representatives of different cultures.*
- *The students are prepared to do assigned tasks in a responsible manner.*

The main competencies involved in the Design Thinking course are:

- *Personal, social and learning to learn competence (5).*
- *Entrepreneurship competence (7).*
- *Cultural awareness and expression competence (8).*

II. THEMATIC CONTENT

№	TITLE OF TOPIC AND SUBTOPICS	NUMBER OF HOURS ¹		
		L	S	L.E.
	Theme 1: CONTEMPORARY CHALLENGES IN INTERNATIONAL STRATEGIC MANAGEMENT	2		
	Theme 2: GLOBALIZATION AND COMPETITION	2		
	Theme 3: SUSTAINABLE DEVELOPMENT AND SOCIAL RESPONSIBILITY	2		
	Theme 4: COUNTRY ATTRACTIVENESS ANALYSIS	2		
	Theme 5: ENTRY STRATEGIES AND GOING INTERNATIONAL	2		
	Theme 6: VALUE CREATION AND VALUE CAPTURE IN INTERNATIONAL SETTING	2		
	Theme 7: INTERNATIONAL MERGERS AND ACQUISITIONS	2		
	Theme 8: INTERNATIONAL OPERATIONS AND DIGITALIZATION	2		

¹ L – lectures; S – seminars; L.E. – laboratory exercises

Theme 9: STRATEGIC INNOVATIVENESS	2		
Theme 10: INTERNATIONAL LEADERSHIP	2		
Theme 11: DESIGNING AN INTERNATIONAL ORGANIZATION	2		
Theme 12: INTERNATIONAL ENTREPRENEURIAL STRATEGIES	2		
Theme 13: INTERNATIONAL HRM	2		
Theme 14: CHANGE MANAGEMENT STRATEGIES	2		
Theme 15: ADAPTING TO THE INTERNATIONAL ENVIRONMENT – DYNAMIC CAPABILITIES	2		
	Total:	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Assessment 1 – case study	1	20
1.2.	Assessment 2 – case study	1	20
1.3.	Assessment 3 – case study	1	20
	Total midterm control:	3	60
2.	Final term control		
2.1.	Examination (test)	1	60
	Total final term control:	1	60
	Total for all types of control:	4	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. International Strategic Management Course Materials available at <https://e-learn.ue-varna.bg>.
2. Lasserre, L. (2018). Global strategic management. London: Palgrave.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Dyduch W., Chudziński P., Cyfert S., Zastempowski M. (2021): Dynamic capabilities, value creation and value capture: Evidence from SMEs under Covid-19 lockdown in Poland. Public Library of Science ONE 16 (6): e0252423. <https://doi.org/10.1371/journal.pone.0252423>.
2. Lasserre, P. (2022). Global Strategic Management. [S.L.]: Bloomsbury.
3. Morschett, D., Schramm-Klein, H., & Zentes, J. (2015). Strategic International Management. Wiesbaden: Springer Fachmedien Wiesbaden.
4. Trevisan, I. (2018). International strategic management. Padova: Libreriauniversitaria.it.