

Introduction to Strategy and International Management 247.024

Summer Semester 2020/2021

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Course Objectives

The goal of this course is to sensitize students to the issues and challenges involved in strategic and international management. Students will get to know the basic theories and models in strategic and international management, as well as relevant management tools and methods in the context of globalization.

Course Content and Structure

The course topics reflect the strategy process: Environmental scanning, the cultural context of global management, strategy formulation, strategy implementation, international and global operations, and evaluation and control.

The course consists of an introduction, five thematic sessions, and a written exam (plus a replacement exam, if necessary). The teaching language is English. Attendance is recommended for the entirety of all class sessions.

Requirements and Grading

For a passing grade students must obtain at least 60 per cent of the total points in the written exam. If necessary, a replacement exam will be offered.

The grade will be calculated according to the following formula: 0-59.5 (5); 60-69.5 (4); 70-79.5 (3); 80-89.5 (2); 90-100 (1).

Planned Seminar Dates and Times

	Date	Time	
Tue	March 9	10:15 – 13.30	Introduction and overview
Tue	March 16	10:15 – 13.30	The strategic management process (A): 1. Scanning the environment
Tue	March 23	10:15 – 13.30	The strategic management process (B): 2. Strategy formulation, 3. Strategy implementation, 4. Evaluation and control
Tue	April 13	10:15 – 13.30	The international dimension of strategy formulation
Tue	April 20	10:15 – 13.30	The international dimension of strategy implementation
Tue	April 27	10:15 – 13.30	Current challenges and critical management functions
Tue	May 11	10:15 – 11:45	Written exam

The structure for all sessions is as follows: Self study and preparation for group work (10:15-11:45) + Zoom session (12:00-13:30). The exam will be held via Moodle.

Course Material

Selected chapters from the following textbooks:

- Bright, David S. et al. (2019). Principles of management. Open-source textbook by Openstax (openstax.org). Houston: Rice University.
- Deresky, H. (2017). International management: Managing across borders and cultures (9th Edition). Boston et al.: Pearson.
- Steers, Richard M. & Osland, Joyce S. (2020). Management across cultures: Challenges, strategies, and skills (4th edition). Cambridge: Cambridge University Press.

Selected journal articles, handouts and videos complement the textbook chapters.

Moodle Support

All readings are available as PDFs in Moodle. Exam points and grades will be posted in Moodle as well.

Sustainability Policy

As a department that strives to promote environmental sustainability, we encourage you to consider the environment and refrain from printing the readings.

Discipline Rules

As an academic institution, the Department of International Management does not tolerate any form of academic dishonesty. Plagiarism encompasses presenting as one's own the words, work, opinions, or factual information of someone else without giving that person credit, as well as borrowing the sequence of ideas, the arrangement of material, or the pattern of thought of someone else without proper acknowledgement. All discovered instances will result in an immediate decrease in grade of the assignment or exam. In severe cases, this may result in a failing grade for the assignment or exam. In addition, there will be an automatic decrease in overall grade. Consequently, this may result in the failure of the course. In the case of group work, the consequences will be extended to the entire team. For details see our code of conduct at www.jku.at/iim.