**XAIM International Management - syllabus**

The aim of the course is to teach students basic characteristics and specifics of international management. The course mainly focuses on management principles of business entities active in international markets in terms of the currently changing global business environment. Students will also learn basic opportunities for business entities to operate in international markets.

1. Introduction to International Management (the core and specifics of international management, basic principles, basic knowledge).
2. Globalization (definition of globalization, historical development of globalization, globalization index).
3. Global product (determination of the global product, localization, country-of-origin effect, life cycle of a product in international environment).
4. Specifics of doing business in international environment (basic characteristics of international trade, theory of absolute advantage, theory of comparative advantage, theory of reciprocal demand, barriers of international trade).
5. Choice of strategy in international environment (purpose of entering a foreign market, models of entering a foreign market, ‘head office – branch office’ strategic types, international expansion strategic types).
6. Human resources management in international environment (description of international human resources management, strategies of international human resources management from the point of view of national preferences, employment abroad).
7. Direct foreign investments (definition of direct foreign investments, investment incentives, countries with favorable investment incentives, decision-making of investors on direct foreign investments).
8. Research, development and innovations in international environment (importance and reason for innovations, sources of innovations, innovations in international environment, innovation strategies for international competitiveness).
9. Cultural aspects of international management (definition of intercultural management, evaluation of cultural differences, cultural anchoring in international management, acceptance of a foreign culture).
10. Statistical data on international economic policy (determination and overview of basic economic indicators in the most important countries, comparison of individual countries as far as economic indicators are concerned, economic indicators of the Czech Republic in the context of foreign policy).

Course credit: active participation in seminars (min. 80%), fulfilment of the assigned tasks • Examination: oral examination

Literature:

1. GOODERHAM, P.N., B. GROGAARD a K. FOSS. *Global Strategy and Management*. Edward Elgar Publishing, 2019. 392 s. ISBN 978-1-78811-484-4.
2. LANE, W. H. a M. L. MAZNEVSKI. *International Management Behavior: Global and Sustainable Leadership*. 7th ed. Cambridge University Press, 2019. 424 s. ISBN 978-1-108-47328-6.
3. STEERS, R. M. a J. S. OSLAND. *Management across Cultures: Challenges, Strategies, and Skills*. 4th ed. Cambridge University Press, 2019. 452 s. ISBN 978-1-108-71759-5.
4. LUTHANS, F. a J. P. DOH. *International Management: Culture, Strategy, and Behavior*. 9th. ed. New York: McGraw-Hill Higher Education, 2014. 688 s. ISBN 978-0-07-786244-2.