

COURSE INFORMATION SHEET

University: Catholic University in Ružomberok	
Faculty: Faculty of Education	
Course code: KMN/Mn-MD102A/22	Course title: International Management and Entrepreneurship
Type and range of planned learning activities and teaching methods: Form of instruction: Lecture / Seminar Recommended study range: hours weekly: 2 / 2 hours per semester: 26 / 26 Teaching method: on-site	
Credits: 6	Working load: 150 hours
Recommended semester/trimester: 1.	
Level of study: II.	
Prerequisites:	
Requirements for passing the course: The condition for passing the course is to demonstrate theoretical knowledge from the course material during the semester and verify it by solving practical examples during the exercises. The student's final assessment consists of a theoretical and practical part as follows: <ul style="list-style-type: none"> • continuous assessment: partial written work, development and presentation of two projects, activity in exercises: 0-40 points • final evaluation: written exam, supplemented by an oral exam - 0-60 points To successfully complete the subject, the student must obtain at least 60 out of a possible 100 points. Course evaluation: A – 100%-93% B – 92%-85% C – 84%-77% D – 76%-69% E – 68%-60% Fx – 59%- 0%	
Learning outcomes of the course: Objective of the course: The aim of the subject is to provide students with theoretical and practical knowledge in the field of international management and business. Learning outcomes: After completing the subject, the student will acquire the following knowledge, skills and competences: <ul style="list-style-type: none"> - use acquired knowledge in searching, critically evaluating and processing relevant information from the field of international management and international business from various information sources, - based on an understanding of the principles of international management and business, analyze the international competitive environment and the management of organizations in an international competitive environment and estimate trends in the development of the world economy with the aim of applying them to management work in the organization, - apply the theory of international management and business in a specific international environment and in specific conditions of the organization for its competitiveness, 	

- assess and perceive international management and business as an opportunity for sustainable development and competitiveness of the organization in an international and global environment,
- evaluate the organization's opportunity by using knowledge from international management and business, understand the role of international market entities and apply it correctly in the organization,
- to create suitable conditions for competitiveness and sustainability on the international and global market for a specific organization.

Course contents:

1. The essence and importance of international management and business
2. International business ethics in relation to corporate social responsibility
3. Culture of the international environment and companies
4. Cultural dimensions and their application
5. Process and models of internationalization in business activity
6. Multinational companies and their importance in the world economy
7. Forms of companies entering foreign markets
8. Strategic management in the international business environment
9. Strategies of international companies
10. Organizing international businesses
11. International human resources management
12. Diversity management in international companies
13. New trends in international management and business

Recommended or required literature:

Odporúčaná literatúra:

1. UBREŽIOVÁ, I., JANOŠKOVÁ, M., MURA, L. a kol. 2021. Teória a prax medzinárodného manažmentu a podnikania v multikulturálnom prostredí (Theory and Practice of International Management and Entrepreneurship in the Multicultural Environment). Ostrava: VŠB-TU, 1. vyd. 236 s., 2021, ISBN 978-80-248-4516-6
2. UBREŽIOVÁ, I., KOZÁKOVÁ, J., DIAČIKOVÁ, A. 2018. Medzinárodný manažment a podnikanie. 1. vyd. Nitra : Slovenská poľnohospodárska univerzita, 2018. 261 s. ISBN 978-80-552-1877-9.
3. DIAČIKOVÁ, A., LACH, M. 2019. Manažment podnikania a podnikových procesov - TEÓRIA A PRAX aplikovaná v spoločnosti CHEMOSVIT, a.s. Poprad: Popradská tlačiareň, s.r.o., 2019, 400 s., ISBN 978-80-971931-1-9.
4. UBREŽIOVÁ, I., MALEJČIKOVÁ, A., MORAVČÍKOVÁ, K., UBREŽIOVÁ, A. 2015. Spoločenská zodpovednosť podnikov SR v kontexte internacionalizácie podnikania. 1. vyd. Nitra : Slovenská poľnohospodárska univerzita, 2015. 112 s. ISBN 978-80-552-1440-5.
5. REFEXIE Kompendium teórie a praxe podnikania. Časopis Katedry manažmentu PF KU v Ružomberku. Ružomberok: VERBUM – vydavateľstvo Katolíckej univerzity v Ružomberku. 2019, 2020, 2021
6. ŠTRACH, P. 2009. Mezinárodní management. Praha: GRADA Publishing. 168 s., 2009. ISBN 978-80-247-2987-9
7. MEAD, R., ANDREWS, T.G. 2013. International Management – Culture and Beyond. A John Wiley and Sons, Ltd., Publication, 469 p., 2013, ISBN 978-1-4051-7399-5 (P/B)

Language of instruction:

Slovak

Notes:

Course evaluation:					
Assessed students in total: 40					
A	B	C	D	E	FX
10.0	12.5	12.5	15.0	35.0	15.0
Name of lecturer(s): prof. Ing. Iveta Ubrežiová, CSc.					
Last modification: 03.07.2022					
Supervisor(s): People responsible for the delivery, development and quality of the study programme: PhDr. ThLic. Martin Taraj, PhD., prof. Ing. Iveta Ubrežiová, CSc.					