

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Strategije internacionalizacije
Course title:	Internationalization Strategies

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovno komuniciranje v medkulturnem okolju, 2. stopnja		2.	
Intercultural Business Communication, 2 nd level		2nd	

Vrsta predmeta / Course type Obvezni/ Obligatory

Univerzitetna koda predmeta / University course code: IBC14

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Indiv. work	ECTS
30	/	/	/	/	170	8

Nosilec predmeta / Lecturer: Dr. Gorazd Justinek

Jeziki / Languages:

Predavanja / Lectures:	angleški/ English
Vaje / Tutorial:	angleški/ English

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

Prerequisites:

	Basic knowledge of international relations and good knowledge of English language
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Vsebina:

Content (Syllabus outline):

	<ul style="list-style-type: none"> • The evolution of international markets: tendencies and general situation of international trade. • The position of European firms in the global competitive context. • Internationalization: economic and business theories and international development models for firms.
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- Market entry strategies.
- The choice of the number of countries and the selection of markets.
- The criteria for choosing how to enter new markets.
- The planning of business development: the country budget.

Temeljni literatura in viri / Reading material:

Basic:

Glowik, Mario. (2016). Market Entry Strategies: Internationalization Theories, Concepts and Cases of Asian High-T echnology Firms. De Gruyter Oldenbourg; 2 edition

Suggested Reading:

Lymbersky, Christoph. (2008). Market Entry Strategies: Text, Cases and Readings in Market Entry Management. Management laboratory press.

https://books.google.si/books?id=yZM1a1lyZiQC&printsec=frontcover&hl=sl&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

Journals:

Gorazd Justinek (editor). International Journal of Globalisation and small business. London: Inderscience

Gorazd Justinek (editor in Chief). International Journal of Diplomacy and Economy. London: Inderscience

Cilji in kompetence:

Objectives and competencies:

The course aims to give knowledge relating to companies' internationalization processes, analysing prerequisites and conditions, strategic logic and operative choices. Particular attention will be given to the problems related to the selection of foreign countries, the strategic and organizational profile, the selection of market entry and of distributive channels, the relationships between channels from an international point of view. In addition, criteria for a strategic approach addressed to international commercial planning will be analysed.

Particular attention will be given to the development conditions of internationalization strategies of SMEs.

Predvideni študijski rezultati:

Znanje in razumevanje:

Intended learning outcomes:

Knowledge and understanding:

- Basic knowledge of corporate internationalization strategies
- Applied knowledge in strategic international planning
- Ability to analyse the processes of foreign markets management
- Improvement of planning and decisional capacities
- improvement of learning abilities and use of information and knowledge sources

Metode poučevanja in učenja:**Learning and teaching methods:**

Lectures and involvement of the students individually or in groups for the production of written essays, case studies, problem-solving, seminars.

Metode poučevanja in učenja:**Oblike dela:**

- Frontalna oblika poučevanja
- Delo v manjših skupinah oz. v dvojicah
- Samostojno delo študentov
- e-učenje
- drugo (vpišite) _____

Learning and teaching methods:**Types of learning/teaching:**

- Frontal** teaching
- Work in smaller groups or pair work
- Independent students work
- e-learning
- other _____

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

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):		Type (examination, oral, coursework, project):
Sprotno ustno (aktivno sodelovanje pri kontaktnih urah)		Oral verification and assessment of knowledge
Sprotno pisno preverjanje znanja (krajši pisni izdelki)	20%	Written verification and assessment of knowledge (short written casework)
Daljši pisni izdelki (seminarska naloga, projektna naloga)	20%	Longer written casework
Javni nastop ali predstavitev		Presentations
Končni ustni izpit		Final examination (oral)
Končni pisni izpit	60%	Final examination (written)
Drugo (vpišite)		Other:

Reference nosilca / Lecturer's references:

Gorazd Justinek je docent za področje mednarodnega poslovanje, nekdanji diplomat in ustanovni član Sektorja za gospodarsko diplomacijo na Ministrstvu za zunanje zadeve Republike Slovenije, kjer je med drugim skrbel za področje Evro-mediteranskega partnerstva na temo česar je tudi magistriral leta 2005. Vrsto let je bil vodja sektorja za internacionalizacijo na Javni agenciji RS za podjetništvo in tuje investicije ter v času predsedovanja Slovenije EU opravljal delo svetovalca predsednika vlade za področje domačih ter mednarodnih ekonomskih odnosov. Po vstopu Slovenije v OECD je koordiniral delo predstavnikov Slovenije v delovnih telesih OECD, kjer je bil aktiven predvsem na področju MED regije. Je ustanovitelj in odgovorni urednik mednarodne znanstvene revije *International Journal of Diplomacy and Economy* (Ženeva), član uredniškega odbora mednarodne znanstvene revije *International Journal of Happiness and Development* (Kanada) ter član uredniškega odbora in odgovorni urednik posebne edicije mednarodne znanstvene revije *International Journal of Globalisation and Small Business* (Nemčija) ter avtor številnih znanstvenih ter strokovnih prispevkov.

Gorazd Justinek is assistant professor of International Business, former diplomat and a founding member of the Division for Economic Diplomacy at the Ministry of Foreign Affairs of the Republic of Slovenia, where he was also handling EUROMED issues. He has been for several years also the Head of the Division for Internationalisation at the Public Agency of the Republic of Slovenia for entrepreneurship and foreign direct Investments and during the Slovenia's EU Council Presidency also the domestic macroeconomic and foreign economic relations adviser to the Prime Minister of the Republic of Slovenia. After Slovenia's accession to the OECD, he became the coordinator of Slovenia's representatives in the institutional bodies of the OECD in Paris, where he was also very active on the issues related to the MED region. He is the founder and Editor in Chief of *International Journal of Diplomacy and Economy* (Geneva), founder and member of the editorial board of *International Journal of Happiness and Development* (Canada) and editorial board member and Editor in Chief of the Special Issue of *International Journal of Globalisation and Small Business* (Germany) and author of several scientific and professional papers.