



C E M I

CENTRAL EUROPEAN MANAGEMENT INSTITUTE

Global Policy and Strategy

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WHAT DO STUDENTS GAIN FROM THE STUDY AND FROM COMPLETING THIS SUBJECT

Studying this subject will give you an understanding of the factors that impact on firms choice of international strategy. You will recognize the importance of political, economic, socio-cultural, technological and legal issues when choosing a global strategy.

After completing this subject, you will be able to... Have acquired thorough familiarity with the principal concepts, frameworks and techniques of strategic management. Gained expertise in applying these concepts, frameworks and techniques in order to: understand the reasons for good or bad performance by a firm; generate strategy options for a firm; assess available options under conditions of imperfect knowledge; select the most appropriate strategy; recommend the best means of implementing the chosen strategy. Recognize ethical and social responsibility issues in the business environment and examine ethical and legal implications of managerial decisions and their effect on organisational stakeholders.

Studying this subject will mainly give you an opportunity to continuously **consult your lecturer, an expert on the topic, about real problems, practical cases and situations**, and to design a solution to these problems in the form of practically oriented case study (essay) elaborated under the lecturer's guidance. As the consultations are not held in groups but only between you and the lecturer, you **can consult also sensitive company issues**, including specific data etc., without any worries about sharing this information with other students.

The output from this subject is thus a valuable document that can be immediately used in your own company or job, providing high value-added thanks to one-to-one consultations with an expert.

EXAMPLES OF FIELDS AND TOPICS TO BE CONSULTED WITH THE LECTURER

- Reason why a firm has adopted a particular strategy to grow internationally
- Impact of PEST on strategic decisions
- Importance of value creation within an international context.
- Benefits from international strategies
- Complexity and identify the challenges associated with strategy implementation
- More topics within the lecturer's area of competence can be agreed upon

COMPLETION OF THE SUBJECT



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In order to complete the subject, students elaborates an **essay** in which they **address a specific topic from their practice** related to the given subject, or one of the **model topics prepared by the lecturer** (see below). The essay should contain **7-10 pages in the A4 format**, comprising at least **8 standard pages of text**. The evaluation of the essay is done by the lecturer and expressed in percentage. **50% and more** means that the student has **completed the subject successfully**.

MODEL TOPICS FOR THE ESSAY

1. The impact of country factors on choice of global strategy

2. The factors that impact on choice of global strategy

3. The evolution of an organisations global strategy

4. Discussion on factors that drive change to an organisations global strategy

5. Impact of PEST analysis on a firms global strategy

STUDY LITERATURE AND OTHER RESOURCES

Supporting study materials elaborated by the lecturer (available online in the study system)

E-books available online:

Other study literature (Authors: Name, Publisher, Year of publishing, ISBN):

Cavusgil, T., Knight, G., and Risenberger, J.R (2020), International Business: Strategy, Management and the New Realities, Pearson International, 2 nd Edition, ISBN: 10-0-13-245327-4 or ISBN: 13-978-0-13-245327-1

Johnson, Whittington, Angwin, Regner & Scholes (2019) Exploring strategy, 12th Editiona, Pearson

Other useful resources (videos, online professional groups, blogs, discussions etc.):

Harvard Business Review

Strategic Management Review

<https://www.globalstrategygroup.com/insights/blog/>

<https://ebn.eu/>