

BUSINESS AND MARKETING IN A GLOBAL WORLD

Course code	<i>MNG291</i>
Compulsory in the programmes	<i>None</i>
Level of studies	<i>Bachelor Studies</i>
Number of credits	<i>6 ECTS (20 contact hours + 2 consultation hours; 140 individual work hours, including visits to Web Summit)</i>
Course coordinator (title and name)	<i>Prof. dr. Dominyka Venciūtė, Laurynas Puidokas</i>
Prerequisites	<i>None</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

In this course, students will immerse themselves in the world of business and marketing through engaging conference sessions and insightful company visits. They'll not only learn about leading marketing functions in global companies and crafting effective global marketing strategies but also gain hands-on experience by delving into real-world case studies. Through these experiences, students will acquire invaluable insights into the dynamic landscape of global marketing, learning directly from industry experts and witnessing firsthand the strategies behind successful global campaigns.

LEARNING OUTCOMES

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. Understand the concept of global business and marketing and learn the skills and competencies required for working in global marketing-oriented companies.	BLO1.1.	Participation, written report	Interactive activities, group discussions
CLO2. Develop capabilities to critically evaluate the global business and marketing strategy.	BLO1.2. BLO4.1. BLO4.3.	Participation, written report	Readings, participation in activities and group tasks
CLO3. Understand the operational and strategic aspects of running a global marketing campaign.	BLO3.2	Participation, written report	Readings, participation in class and group tasks
CLO4. Develop personal and professional competencies through active practical engagement with global companies.	BLO4.3.	Participation, written report	Participation in interactive activities, group discussions

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism, are fully applicable and strictly enforced in the course. Academic dishonesty and cheating can and will lead to a report to the ISM Committee of Ethics. Regarding remote learning, ISM reminds students that they are expected to adhere to and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

For the course outline and schedule, a separate document will be provided.

Class	Topics	Hours
1	Introductory session to the course Introduction to the concept of global business and marketing	2
2-6	Participating at WEB SUMMIT conference in Lisbon Company visits in Lisbon	16
7	Closing session of the course Reflection	2
		Total: 20 hours
		+ 2 consultation hours

FINAL GRADE COMPOSITION

Type of assignment	% of the total grade
Individual (100%)	
Assessment 1. Participation (individual)	50
Assessment 2. Written report	50
Total:	100

DESCRIPTION AND GRADING CRITERIA

- Assessment 1. Participation**

Throughout the course, you will be assessed on your contribution to the course's activities. Using multisource evaluation, your lecturer will make an appraisal of your contribution based on a number of sources. These mainly include participating in the scheduled events and actively asking questions or contributing to a discussion during sessions/activities.

- Assessment 2. Written report**



The students will be able to choose one of the topics for the written report.

- The analysis of the company visited in the WebSummit conference or the reflection of a keynote heard during the WebSummit conference. Both of these will have to be done with a focus on marketing.
- A theoretical report on the topic heard during the conference (for example, creator economy, innovations for the public, etc.)
- An overview of the trends that were discussed/heard during the visit to Lisbon.

More detailed guidelines to be provided.

All the options of the written report will have to have between 1500 and 2000 words and follow APA standards.

ADDITIONAL REMARKS

Attendance is required to all the activities during the abroad visit. Retakes are as per ISM policy.

REQUIRED READINGS

Provided on the E-learning system.

ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

International Business and Communication,

Business Management and Marketing,

Finance,

Industrial Technology Management,

Entrepreneurship and Innovation

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper