

| <b>Basic data of the subject</b> |  |
|----------------------------------|--|
| <b>University:</b>               | <b>University “Ukshin Hoti” Prizren</b>  |
| <b>Academic unit:</b>            | <b>Faculty of Life and Environmental Sciences</b>  |
| <b>Study program:</b>            | <b>Agribusiness management</b>   |
| <b>Course title:</b>             | <b>International business and Innovation</b>   |
| <b>Level:</b>                    | <b>Master</b>  |
| <b>Course status:</b>            | <b>Obligatory (O)</b>  |
| <b>Study year/semester:</b>      | <b>1 year / 2 semester</b>   |
| <b>Number of hours per week:</b> | <b>3 + 2</b>   |
| <b>Credit value – ECTS:</b>      | <b>6</b>   |
| <b>Time / location:</b>          | <b>To be announced</b>   |
| <b>Lecturer:</b>                 | <b>Prof. Ass. Dr. Kushtrim Braha</b>   |
| <b>Contact details:</b>          | <b>kushtrim.braha@uni-prizren.com; +383 49 531 537</b>   |
| <b>Course description:</b>       |  |
|                                  | This course provides students with understanding of the strategies in international business, organization of international business, and entry modes in the global markets. The course highlights issues related to the firm expansion, innovation investments, and impact of innovation in the firm growth. The course is designed to underline understanding of the role of innovation in international business, innovation as a business process, development of innovation strategy, innovation networks and creation of new products and services. Lastly, the course evaluates returns from innovation, from the perspective of firm performance, social value and learning. |
| <b>Course objectives:</b>        |  |
|                                  | This course will provide students with the knowledge, skills, and abilities to evaluate complex and turbulent international environment. It will examine strategies for international business expansion and the role of innovation to succeed in international business ventures. It will also prepare students to formulate, critically evaluate and adopt innovation strategies aiming at gaining competitive advantage and capturing returns from innovation.  |
| <b>Learning outcomes:</b>        |  |
|                                  | Upon completion of this course, students will be able to: <ul style="list-style-type: none"> <li>▪ Analyze international business from a multi-centric perspective</li> <li>▪ Understand and develop international business strategic approach at the firm level</li> <li>▪ Evaluate theories and practices of the innovation management</li> <li>▪ Analyze and develop innovation strategy in an international business context</li> <li>▪ Understand the process of creating new product and</li> </ul>  |

|  | <p>services</p> <ul style="list-style-type: none"> <li>▪ Assess firms' innovative capabilities and impact of innovative networks in the innovation process</li> <li>▪ Evaluate opportunities for the commercialization of innovation</li> <li>▪ Develop ability to assess and apply creative thinking skills/tools</li> </ul>   |            |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
|--|---|------------|-----------|-------|----------|---|----|---------------------------------|---|----|---------------|---|---|-------------------------------------|---|----|-----------------|---|---|---------------------|---|---|----------|---|----|---|---|----|--------------------------------|---|---|--|---|---|-------------------------------|---|---|--------------|--|------------|
| <b>Contribution on student load (must correspond with learning outcomes)</b> |   |            |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| <b>Activity</b>  | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 35%;">Hours</th> <th style="width: 35%;">Days/week</th> <th style="width: 30%;">Total</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>3</td> <td>13</td> </tr> <tr> <td>Exercise theoretical/laboratory</td> <td>2</td> <td>13</td> </tr> <tr> <td>Practice work</td> <td>1</td> <td>3</td> </tr> <tr> <td>Contact with lecturer/consultations</td> <td>1</td> <td>15</td> </tr> <tr> <td>Field exercises</td> <td>0</td> <td>0</td> </tr> <tr> <td>Mid-terms, seminars</td> <td>1</td> <td>1</td> </tr> <tr> <td>Homework</td> <td>1</td> <td>13</td> </tr> <tr> <td>Individual time spent studying (at the library or home)</td> <td>2</td> <td>15</td> </tr> <tr> <td>Final preparation for the exam</td> <td>2</td> <td>8</td> </tr> <tr> <td>Time spent in evaluation (tests, quiz, final exam)</td> <td>2</td> <td>2</td> </tr> <tr> <td>Projects, presentations, etc.</td> <td>3</td> <td>1</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td><b>150</b></td> </tr> </tbody> </table> | Hours      | Days/week | Total | Lectures | 3 | 13 | Exercise theoretical/laboratory | 2 | 13 | Practice work | 1 | 3 | Contact with lecturer/consultations | 1 | 15 | Field exercises | 0 | 0 | Mid-terms, seminars | 1 | 1 | Homework | 1 | 13 | Individual time spent studying (at the library or home) | 2 | 15 | Final preparation for the exam | 2 | 8 | Time spent in evaluation (tests, quiz, final exam) | 2 | 2 | Projects, presentations, etc. | 3 | 1 | <b>Total</b> |  | <b>150</b> |
| Hours  | Days/week   | Total      |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Lectures   | 3   | 13         |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Exercise theoretical/laboratory  | 2   | 13         |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Practice work  | 1   | 3          |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Contact with lecturer/consultations  | 1   | 15         |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Field exercises  | 0   | 0          |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Mid-terms, seminars  | 1   | 1          |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Homework   | 1   | 13         |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Individual time spent studying (at the library or home)                      | 2   | 15         |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Final preparation for the exam   | 2   | 8          |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Time spent in evaluation (tests, quiz, final exam)                           | 2   | 2          |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| Projects, presentations, etc.  | 3   | 1          |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| <b>Total</b>   |   | <b>150</b> |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| <b>Teaching methods:</b>   | Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.   |            |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| <b>Examination methods:</b>  | Regular and active attendance: 10%,<br>Midterm exam: 20%,<br>Course project: 10%,<br>Final exam: 60%.   |            |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| <b>Literature</b>  |   |            |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| <b>Basic Literature:</b>   | <p>Hill, C. and Hult, T. (2014). International business: Competing in the global marketplace. McGraw-Hill Education.</p> <p>Tidd, J. and Bessant, J. R. (2018). Managing innovation: Integrating technological, market and organizational change. John Wiley &amp; Sons, Ltd.</p> <p>Trott, P. (2016). Innovation management and new product development. Pearson Education.</p>  |            |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |
| <b>Additional Literature:</b>  | Davies, A. and Hobday, M. (2005). The business of projects: Managing innovation in complex products and   |            |           |       |          |   |    |                                 |   |    |               |   |   |                                     |   |    |                 |   |   |                     |   |   |          |   |    |   |   |    |                                |   |   |  |   |   |                               |   |   |              |  |            |

systems. Cambridge, Cambridge University Press.

Pisano, G.P. (2015). You need an innovation strategy. Harvard Business Review, June, pp. 44-54.

Foster R. and Kaplan S. (2002). Creative Destruction, Cambridge. Harvard University Press.

Furr, N., O’Keeffe, K. and Dyer, J.H. (2016). Managing multiparty innovation. Harvard Business Review, November 2016.

Nagji, B. and Tuff, G. (2012). Managing your innovation portfolio. Harvard Business Review, May 2012.

Rogers, E.M. (2003). Diffusion of innovations. Free Press, New York.

Girotra, K. and Netessine, S. (2014). Four paths to business model innovation. Harvard Business Review, July-August 2014.

Wilson, K. and Doz, Y.L. (2012). 10 rules for managing global innovation, Harvard Business Review, October 2012.

| <b>Designed study plan:</b> |   |
|-----------------------------|---|
| <b>Week</b>                 | <b>Lectures which will be held</b>  |
| <i>First week:</i>          | Introduction to basic concepts and principles of the international business and innovation.   |
| <i>Second week:</i>         | Strategy of international business (Strategy and the firm, Global expansion, profitability and profit growth, Cost pressures and pressures for local responsiveness, Choosing a strategy).  |
| <i>Third week:</i>          | Organization of international business (Organizational architecture, Organizational structure, Organizational culture, Synthesis: Strategy and Architecture, Organizational change).  |
| <i>Fourth week:</i>         | Entry strategy and strategic alliances (Basic entry decisions, Entry modes, Selecting an entry mode, Greenfield venture or acquisition, Strategic alliances).   |
| <i>Fifth week:</i>          | Role of innovation in international business (Importance of innovation, Innovation and entrepreneurship, Strategic advantage through innovation, Innovation scopes and types, Key aspects of innovation, Innovation management).                |
| <i>Sixth week:</i>          | Innovation as a business process (Different circumstances, similar management, Services and innovation, A contingency model of the innovation process, Evolving models of the process, Learning to manage innovation, Beyond the steady state). |

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| <b><i>Seventh week:</i></b>    | Building the innovative organization (Shared vision, leadership, and the will to innovate, Appropriate organizational structure, Key individuals, High involvement in innovation, Effective team working, Creative climate).   |
| <b><i>Eighth week:</i></b>     | Midterm exam (colloquium)  |
| <b><i>Ninth week:</i></b>      | Developing an innovation strategy (“Rationalist” or “incrementalist” strategies, Innovation “leadership” versus “followership”, The dynamic capabilities of firms, Appropriating the benefits from innovation, Exploiting technological trajectories, Developing firm-specific competencies, Globalization of innovation). |
| <b><i>Tenth week:</i></b>      | Sources of innovation (Key sources of innovation Crisis-driven innovation, The challenge of underserved markets, Emerging markets, Toward mass customization, Users as innovators, Using the crowd, Extreme users, Design-led innovation).   |
| <b><i>Eleventh week:</i></b>   | Innovation networks (The “Spaghetti” model of innovation, Innovation networks, Networks at the start-up, Networks on the inside, Networks on the outside, Networks into the unknown, Managing innovation networks).  |
| <b><i>Twelfth week:</i></b>    | Making the innovation case (Developing the business plan, Forecasting innovation, Estimating the adoption of innovations, Assessing risk, Anticipating the resources).   |
| <b><i>Thirteenth week:</i></b> | Creating new products and services (Processes for new product development, Factors influencing product success or failure, Influence of technology and markets on commercialization, Differentiating products, Commercializing technological products).  |
| <b><i>Fourteenth week:</i></b> | Capturing the returns from innovation (Creating value through innovation, Innovation and firm performance, Exploiting knowledge and intellectual property, Business models and value capture, Capturing social value, Capturing learning from innovation).   |
| <b><i>Fifteenth week:</i></b>  | Presentation and discussion of the students semestral projects.  |

#### **Academic policies and rules of conduct:**

- Student should be aware of and respect the institution and Code of ethics.
- Student should respect the schedule of lectures, exercises and be attentive.
- It is mandatory possess and present student ID card in the mid-terms and exam,
- During compilation of course projects, student must adhere the instructions given by the professor.
- During the exam is forbidden the use of mobile phones.

## Exercises

| <b>Designed study plan:</b> |  |
|-----------------------------|--|
| <b>Week</b>                 | <b>Exercises which will be held</b>  |
| <i>First week:</i>          | Discussion and distribution of the semestral project topics.                               |
| <i>Second week:</i>         | Assignments, quizzes and case studies related to the topic of the first week lecture.      |
| <i>Third week:</i>          | Assignments, quizzes and case studies related to the topic of the second week lecture.     |
| <i>Fourth week:</i>         | Assignments, quizzes and case studies related to the topic of the third week lecture.      |
| <i>Fifth week:</i>          | Assignments, quizzes and case studies related to the topic of the fourth week lecture.     |
| <i>Sixth week:</i>          | Assignments, quizzes and case studies related to the topic of the fifth week lecture.      |
| <i>Seventh week:</i>        | Assignments, quizzes and case studies related to the topic of the sixth week lecture.      |
| <i>Eighth week:</i>         | Assignments, quizzes and case studies related to the topic of the seventh week lecture.    |
| <i>Ninth week:</i>          | Assignments, quizzes and case studies related to the topic of the eighth week lecture.     |
| <i>Tenth week:</i>          | Assignments, quizzes and case studies related to the topic of the ninth week lecture.      |
| <i>Eleventh week:</i>       | Assignments, quizzes and case studies related to the topic of the tenth week lecture.      |
| <i>Twelfth week:</i>        | Assignments, quizzes and case studies related to the topic of the eleventh week lecture.   |
| <i>Thirteenth week:</i>     | Assignments, quizzes and case studies related to the topic of the twelfth week lecture.    |
| <i>Fourteenth week:</i>     | Assignments, quizzes and case studies related to the topic of the thirteenth week lecture. |
| <i>Fifteenth week:</i>      | Presentation of the course projects.   |