



## GLOBAL BUSINESS IMMERSION

<b>Course code</b>	<i>GRAL014</i>
<b>Level of studies</b>	<i>Graduate</i>
<b>Number of credits</b>	<i>6; 48 hours of in-class work, 112 hours of self-study</i>
<b>Course coordinator (title and name)</b>	<i>Prof. Dr. Vita Akstinaitė, <a href="mailto:vitaks@ism.lt">vitaks@ism.lt</a></i>
<b>Prerequisites</b>	<i>Undergraduate diploma</i>
<b>Language of instruction</b>	<i>English</i>

### THE AIM OF THE COURSE:

There are a number of places across the world that are known as global hubs for technology, innovation and entrepreneurship. Such centres of innovation and change offer a fast-paced culture with unique views on risk and failure, they are full of companies and thought leaders trying to peer around corners and stunning examples of both success and failure.

Therefore, this module aims to provide students with a unique opportunity to learn all the aspects of business, including business models, startup creation, leadership and others, in practice from the best industry examples across the globe. The module consists of intensive field learning – an immersion – in a specific location abroad.

### LEARNING OUTCOMES

<b>Course learning outcomes (CLO)</b>	<b>Study methods</b>	<b>Assessment methods</b>
CLO1. Understand the concept of entrepreneurial leadership and define key skills used by successful leaders	Interactive activities, group discussions, individual reflection	Participation, Learning journal
CLO2. Develop capabilities to critically evaluate the organization's business model to generate value for the organization	Readings, participation in activities and group tasks, individual study	Participation, Learning journal
CLO3. Understand the operational and strategic aspects of running a successful business	Readings, participation in class and group tasks, individual study	Participation, Learning journal
CLO4. Develop personal and professional leadership competencies through active engagement with businesses	Participation in interactive activities, group discussions, individual reflection	Participation, Learning journal

### 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, please refer to a separate attachment.

**FINAL GRADE COMPOSITION**

Type of assignment	Self-study hours	% of the total grade	Due date
Assessment 1. Participation (individual)	45	-	Throughout the course
Assessment 2. Learning journal	55	-	29 November (Friday) 15:00
<b>Total:</b>	<b>142</b>	-	

**Please note, there are NO MARKS in this module. Students are marked either “Pass” or “Fail”.**

**DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT**

**Assessment 1. Participation**

Throughout the module, you will be assessed on your contribution to the module’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. Learning journal (FINAL assessment)**

The capacity to reflect relates directly to how effectively individuals can learn from their personal experiences. The reflective process encourages the generation of multiple perspectives that challenge one’s background, knowledge, and experience. Therefore, reflection provides a meaningful way for leaders to gain a genuine understanding.

The aim of this learning journal assessment is to critically reflect on your experiences, growth and overall learning during the module. As it is a very practical module, it is very important to take some time and answer some questions: what did I learn? What were the main insights? What can I apply (or not) in my life or work and why? How does this learning affect my growth as a leader? What are the next steps for me to learn further on this topic?

Your Learning Journal should be based on conversations, activities and lessons (both good and bad) from your time during the study trip (module).

**Assignment submission.** Word count: max. 1000. The assessment should be uploaded on the e-learning platform before the due date.

**ADDITIONAL REMARKS**

Attendance is mandatory. Retakes are as per ISM policy.

**REQUIRED READINGS**

Will be provided on e-learning.