



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Global Management Decisions

2021-2-F5602M020

Obiettivi formativi

This course is designed to expose students to the fundamental concepts in the field of global strategy. The objective of this course is to endow students with a comprehensive understanding of the theoretical and empirical themes characterizing managerial decisions in the global context. On the theoretical ground, students will gain an understanding of various strategic considerations for market expansion and the dynamic strategy in the global market. On the empirical ground, students will learn the necessary knowledge and tools to analyze and find solutions to real-life challenges faced by multinational firms.

Contenuti sintetici

The course will give primary attention to various strategic considerations faced by managers of incumbent firms when expanding to the foreign markets. It is structured to provide deep understanding of fundamental and advanced issues in global strategy, and offers various analytical frameworks to study business situations from the point of view of the managers. Among the topics covered are:

- Dynamic strategy in a global market
 - Related/unrelated diversification strategy
 - Vertical integration and firm boundaries
 - International expansion
 - Alliances, Mergers and Acquisitions
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Programma esteso

Detailed program will be delivered during the first session.

Prerequisiti

None

Metodi didattici

The course attempts to reach its learning objectives by using a combination of lectures, case studies, discussions, as well as supervised student project work. It will encompass the following elements:

- Lectures by the instructor;
- Class discussions of cases;
- Case presentations by students;

Conceptual understanding is developed through lectures by the instructor and the book. Case studies will be used during the class to illustrate the conceptual material as well as to analyze real-life business situations accordingly. Engaged participation is an essential part of this course and it is expected from everyone. Thus, students are expected to be prepared and read the teaching materials (e.g. articles, case studies,...) prior to each class.

* Information on the delivery details will be communicated shortly.

Modalità di verifica dell'apprendimento

50% Final Written Exam

50% Group Coursework

Individual Exam. A short case analysis.

Group Coursework. Students are required to work collectively and analyze the internationalization strategy of a company of their choice by focusing on real-life challenges faced by an incumbent (or start-up) company operating in the global market. The evaluation is based on a short paper (2000 words) and a class presentation. Details about the project will be discussed during the course.

Testi di riferimento

Hill, Charles W. L. International Business, Global Edition, 11th Edition, McGraw-Hill Education (UK) Ltd., 2017;

ISBN 9781260084153.

Compatible previous editions:

Hill, Charles W. L. International Business, Global Edition, 10th Edition, McGraw-Hill Education (UK) Ltd., 2014; ISBN 9780077163587;

Hill, Charles W. L. International Business, Global Edition, 9th Edition, McGraw-Hill Education (UK) Ltd., 2012; ISBN 978-0-07-714736-5.

Periodo di erogazione dell'insegnamento

Second semester

Lingua di insegnamento

English
