



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### International Business

2021-2-F7702M063

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#### Learning objectives

Recognize, critically assess, and develop global marketing policies in a global context.

Be able to make a thorough analysis of a specific multinational organisation and its specific context, identify weaknesses and specific strategic options with a critical mindset and\_\_\_\_\_

(See the syllabus of each specific module to know the specific details).

#### Contents

The course is structured in two modules :

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The second module (Global Strategy) provides an understanding of how firms gain and sustain competitive advantage in a global setting by examining the strategic, organizational, and managerial challenges faced by

companies operating in today's international markets.

## **Detailed program**

Module I - Global Marketing Prof. P. Matthyssens (4 cfu) – Prof. E. Arrigo (2 cfu)

Part I: The decision whether to internationalize and international market selection

Part II: An overview of market entry modes

Part III: Selected aspects of international entry and expansion

Part IV: Designing the global marketing programme

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Part I: The International Environment

Part II: Internationalizing the Firm

Part III: Managing the MNE

Part IV: Inter-organizational strategies of the MNE

## **Prerequisites**

## **Teaching methods**

Lectures, group discussion and case studies.

During the state of emergency implied by the Covid-19 pandemia, video-lectures will be provided.

## **Assessment methods**

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The exam includes both the modules of Global Marketing (6 credits) and Global Strategy (6 credits). The final mark will derive from the average of the marks obtained in the two modules themselves.

## **Textbooks and Reading Materials**

Green & Keegan, Global Marketing, Global Edition , 2020, Pearson.

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## **Semester**

1 semester

## **Teaching language**

English

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