



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

International Business

2021-2-F7702M063

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 :

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

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

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.

Semester

1 semester

Teaching language

English
