

SYLLABUS DEL CORSO

International Business

2122-2-F7702M063

Obiettivi formativi

Contenuti sintetici

Programma esteso

| Parts | Topics | Books |
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| Part I: The decision to internationalize | | |
| | <p>1. Global business and global marketing in the firm I: H1 The process of globalization, SMEs vs. LSEs & globalization, the Nine strategic windows frame, Driving forces of globalization, EPRG, Foundation concepts and four risks of IB.</p> <p>Illustration cases Lego, Nintendo, Nivea</p> | CKR2 |
| | <p>2. Global business and global marketing in the firm II: H1 Global integration versus market responsiveness, The value chain & International expansion, global services,</p> | CKR1 |

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| | and experiences. Illustration cases Uber, Vodafone, McDonald's | TBD |
| | 3. Initiation of internationalization: Motives & drivers, Barriers and risks, Building the global firm. Nature, types, and roles of the MNE <i>Case Activplant</i> | H2 CKR11 |
| | 4. Internationalization theories: Uppsala model, TCA/Internalization model, Network model, Born Globals, Eclectic Paradigm Illustration cases BYD, Reebok | H3 CKR5 |
| | 5. Development of the firm's international competitiveness I: Porter's Diamond of national competitiveness, A method for the identification of KSFs & SCA, Illustration case Electrolux, Cereal Partners | H4 CKR5 |
| | 6. Development of the firm's international competitiveness II: Value nets and network mobilization, Platforms and platform development, Illustration cases Moovel, Chinese textile companies, <i>Uber versus Didi</i> | H4; Readings: Selected articles from Professor & Team, 2015-2021 |
| | 7. Development of the firm's international competitiveness III: Blue oceans & commoditization, Value innovation, Business model transformation, Servitization | Readings: Selected articles from Professor & Team, 2006-2020 |
| | 8. <i>Duel Case</i> Going global: International case in collaboration with University of Antwerp & University of Prague Briefing and Part I | Briefing and coaching |
| Part II: Deciding which markets to enter | | |
| | 9. Global marketing research I: Role of researcher, linking research to decision-making, secondary and www-based research, Estimating demand, Illustration cases. | H5 CKZ12 |
| | 10. Global marketing research II: Primary research | H5 |

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| | problems and opportunities, segmentation research, setting up an international MIS, Case application. | |
| | 11. <i>Duel</i> Go Global project: Student feedback session | |
| | 12. The political and economic environment: Intro cases Huawei and Google, Political/legal environment, Economic environment, regional integration, Bottom of the pyramid and emerging economies, Illustration cases. | H6 CKR 6 & 8 |
| | 13. The socio-cultural environment: Definition and layers of culture, Typologies/Frameworks, Managing cultural differences, Convergence vs. divergence, Illustration cases Ikea & Cirque du Soleil | H7 CKR3 |
| | 14. International market selection: Country screening (by SMEs vs. LSEs, filter model), Case Bosch security Systems, Market expansion strategy, Global product/market portfolio, De-internationalization, and market exit. Illustration cases Philips Lightning and SodaStream | H8 CKR12 Selected articles Prof |
| | 15. <i>Duel</i> Case Going global: International case in collaboration with University of Antwerp & University of Prague Briefing and Part II | |
| Part III: Market entry strategies | | |
| | 16. Choice of entry modes: A model with determining factors, Illustration case Spotify, <i>Case Amazon in Emerging Markets</i> | H9 |
| | 17. Export and intermediary modes: Direct versus indirect export, cooperative export; Contract manufacturing, Licensing, Franchising, Joint ventures, Illustration cases | H10-11, CKR15 |
| | 18. Alliances and networks: Typology, network mobilization, platform development and orchestration, Illustration cases | Selected articles Prof & Team 2015-2021 |
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| | 19. Hierarchical modes: FDI and M&A Illustration cases | H12 CKR14 |
| | 20. International & global sourcing: Purchasing maturity, procurement and value creation, internationalization of purchasing, global purchasing; selected examples | H13 CKR 13 Selected articles professor |
| | 21. <i>Duel</i> Case Going global: International case in collaboration with University of Antwerp & University of Prague Briefing and Part III | |
| | 22. <i>Duel</i> Go Global project: Student feedback session | |
| Part IV: Designing the global marketing program | | |
| | 23. Product strategy: Dimensions of the international product offer, international services, PLC and product innovation, Product positioning and branding (brand identity prism), Illustration cases Salesforce.com, iOS/Android etc. | H14 |
| | 24. Pricing strategy: Factors influencing international pricing, strategies, Internet & pricing, Terms of sales, delivery, and payment. Illustration cases Harley-Davidson and Gillette | H15 |
| | 25. Channel strategy: Channel structures: A typology, e-commerce, managing and controlling channels, channel power & retailing, case Dell | H16 |
| | 26. Communication strategy: Communication process & tools, international advertising, viral & social media, selected cases Swarovski, Levi Strauss... | H17 |
| | 27. Q&A session. Tips & tricks | |
| Part V: Implementing and organizing | | |
| | 28. Organization and Control: Developing global | H19 |

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| | <p>coordination and control; restructuring for global success.</p> <p>Worldwide learning and collaboration; transferring marketing best practices.</p> | |
| | <p>29. HR in the global firm; <i>Integration case United Cereals</i>; Evaluating a company's global strategy: The Triple A Framework.</p> | CKR17 |
| | <p>30. <i>Duel Go Global</i> project: Student presentations & defenses.</p> <p>Date TBD (class will be 'split')</p> | |

Prerequisiti

Metodi didattici

Modalità di verifica dell'apprendimento

Testi di riferimento

Periodo di erogazione dell'insegnamento

Lingua di insegnamento

English
