

COURSE SYLLABUS

International Business

2122-2-F7702M063

Obiettivi formativi

Contenuti sintetici

Programma esteso

Parts	Topics	Books
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

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

	problems and opportunities, segmentation research, setting up an international MIS, Case application.	
	11. <i>Duel/ Go Global</i> 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 Case Going global</i> : 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, Case <i>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

	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

	<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

