UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

International Business

2223-2-F7702M063

Learning objectives

Global/International strategy and marketing are quite challenging. It is “doing business across and beyond borders”. This implies companies face lots of challenges when operating in and when tackling international markets. Inhibitors might block their international expansion objectives. Even multinationals have experienced several international blunders. Most companies are also concerned about whether the world is really that global that borders will disappear. In other words, they want to know if differences in cultural and market factors will still impact on international market expansion in the future. They also experience a huge impact of political, legal, and social changes, creating uncertainties on their global strategies. Typical tensions arise in global and globalizing companies along the poles of standardization of the business and marketing approach across countries versus adaptation to each country’s unique characteristics as well as centralization versus decentralization of decision-making.

During this course we will look at triggers, inhibitors, processes, concepts, and strategies which might be considered as essential for any manager operating ‘abroad’ in this global world

1. To get a good feeling of the important influence of contextual differences on international business & marketing.
2. To understand the unique challenges and processes implied in marketing across borders.
3. To be able to analyse real-life and actual international business/ marketing opportunities and problems and build on best practices to tackle them.
4. To reason on the best entry mode for entering a new country.
5. To reflect on the standardization/centralization – adaptation/decentralization debate.
6. To work out a positioning and an international marketing mix.
7. To understand the core theoretical frames regarding global competitiveness and global marketing/strategy.

Contents

There are two modules:

1) Global Marketing (6 CFU): Prof. dr. P. Matthyssens

2) Global Strategy (6 CFU): Prof. dr. P. Matthyssens

The first module (Global Marketing) offers an overview of global marketing strategies, by providing students with analytical tools needed to understand marketing strategies in a global context.

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

Part I: The decision to internationalize
Part II: Deciding which markets to enter
Part III: Market entry strategies
Part IV: Designing the global marketing program
Part V: Implementing and organizing
A more detailed overview of all sessions with exact date and topics, readings, preparationsand expectations is provided in the detailed syllabus in the e-learning space of the class.

Prerequisites

Follow the program of "Marketing e mercati globali"

Teaching methods

The course is based on an interactive method with a combination of interactive lectures of about 4 hours each (a few of these will be in on-line, live-streamed format, but COVID regulations allowing, most classes will be in aula), mini cases and brief exercises, case discussions, a group task and group presentation, and readings. The group task is in collaboration with students from the University of Antwerp-Anywerp Management School (Belgium) via on-line mode.

Assessment methods

1. Closed book oral exam based on book, slides, additional information in classes, case studies and discussion, readings provided via the electronic learning system. More application and argumentation-oriented than memory and replication.
2. Home-prepared essay on a brief case or argument and submitted 24 hours before the exam by e-mail attachment to the professor. To be discussed/commented at the oral exam.
3. Group task in collaboration with students from the Antwerp Management School with PowerPoint slide deck

and comments to be submitted and group presentation and defense in December 2022.

Textbooks and Reading Materials

Hollensen, Svend (2020), Global Marketing, Harlow, UK, Pearson, 8th edition, ISBN: 978-1-292-25180-6 (print), 978-1-292-25182-0 (ePub) (recommended e-version, read individually, we refer regularly to key frameworks and concepts described in the book; The course is largely structured along the lines of the book.). In the content of this syllabus, followed by chapter/section number. This is the MAIN TEXT of this course.
Cavusgil, Tamer S., Gary Knight, and John R. Riesenberger (2020), International Business, Harlow, UK Pearson Education, 5th edition, global edition, ISBN 13: 978-1-292-30324-6, eBook ISBN 13: 978-1-292-30330-7. In the content of this syllabus, referred to as CKR followed by chapter/section number. This book is recommended but is clearly the secondary text used/referred to less often than the book of Hollensen.

Semester

1st Semester

Teaching language

English

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION