



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Pre-Corso

2223-816-PC

Learning objectives

This course is designed to expose students to the fundamental concepts in the field of global strategy. The objective of this course is to endow students with a comprehensive understanding of the theoretical and empirical themes characterizing managerial decisions in the global context.

Contents

This course is designed to expose students to the fundamental concepts in the field of global strategy. The objective of this course is to endow students with a comprehensive understanding of the theoretical and empirical themes characterizing managerial decisions in the global context. On the theoretical ground, students will gain an understanding of various strategic considerations for market expansion and the dynamic strategy in the global market. On the empirical ground, students will learn the necessary knowledge and tools to analyse and find solutions to real-life challenges faced by multinational firms.

Detailed program

CLASS SCHEDULE AND CONTENT

Session 1: What is (global) Strategy?

Date - hours 04/05/2023 @14:30

Location U6-10 [AGORA' ex U6]

Content

- Introduction to the course
- Global Strategy

Required Readings

Porter, M. E. (1996). What is strategy?. Harvard business review, 74(6), 61-78.

<http://innovationinthebox.com/clientresources/articles/Strategy/CLASSIC-What%20is%20strategy%20HBR.pdf>

Session 2: Growth by Globalization

Date - hours 09/05/2023 @10:30

Location U6-35 [AGORA' ex U6]

Content

- The globalization of market and production
- The emergence of global institutions
- The globalization debates

Required Readings Book Chapters 1, 2, 3, and 5.

Case study

GM in China (case discussion)

Trade war between America and China.

Session 3: Effect of Imports on Innovation w/ Professor Marta Fernández Olmos

Date - hours 11/05/2023 @14.30 (mandatory); 11/05/23 @16.30 – 18.30 (optional seminar)

Location U6-10 [AGORA' ex U6]

Content

- Which import source is best for innovation in MNEs?
- Imports and innovation: Do family firms benefit more?
- Imports and innovation performance: diversity and geographic proximity of suppliers

Required Readings tbd

Case study tbd

Session 4: Market Attractiveness

Date - hours 12/05/2023 @12.30

Location U6-40 [AGORA' ex U6]

Content

- National differences (political, economic, and legal systems)
- Analysis of costs, benefits, and risks
- Industry Globalization Drivers
- International trade theory
- Foreign direct investments

Required Readings

Yip, G. S. (1994). Industry drivers of global strategy and organization. The International Executive, 36(5), 529-556.

https://search.proquest.com/docview/232066933?pq-origsite=gscholar**

Case study Baltic states, Indonesia, Apple.

Session 5: Designing Global Strategy

Date - hours 16/05/2023 @10.30

Location U6-10 [AGORA' ex U6]

Content

- Competitive pressure in the global market place
- Strategies for market expansion

Required Readings Guillén, M. F. (2013). Understanding and managing the multinational Firm.

<http://www-management.wharton.upenn.edu/guillen/files/MNEConcept.pdf>

Case study Globalization of BMW, Rolls-Royce and the Mini

Session 6: Ethics, CSR and Sustainability

Date - hours 18/05/2023 @14:30

Location U6-35 [AGORA' ex U6]

Content

- Ethics and International Business

- Roots of Unethical Behaviour
- Philosophical Approaches to Ethics

Required Readings Book Chapter 5

Case study Natura, The Body Shop, Aesop; Woolworths' CSR

Session 7: Market entry strategies

Date - hours 19/05/2023 @12.30; 23/05/2023 @10:30

Location U6-40; U6-35 [AGORA' ex U6]

Content

- Timing of entry
- Entry scale
- Entry modes (pros & cons)
- Merger and Acquisition (antecedents and consequences)
- Strategic alliances
- Something about startup

Required Readings Buckley, P. J., & Casson, M. C. (1998). Analyzing foreign market entry strategies: Extending the internalization approach. *Journal of international business studies*, 29(3), 539-561.

Pan, Y., & David, K. T. (2000). The hierarchical model of market entry modes. *Journal of international business studies*, 31(4), 535-554.

Case study Haier. Danone, ENI.

Session 8: Exporting, Importing and Countertrade

Date - hours 25/05/2023 @14:30

Location U6-10 [AGORA' ex U6]

Content

- Improving Export Performance
- Export and Import Financing
- Countertrade

Required Reading Book Chapter 16.

Case study Spotify

Session 9: The Organization of International Business

Date - hours 26/05/2023 @12:30

Location U6-40 [AGORA' ex U6]

Content

- Organizational Architecture
- Centralization vs. Decentralization decision making

Required Reading Book Chapter 14.

Case study Philips vs. Matsushita P&G, pag 646

Session 10: Lectio Magistralis w/Luca Canzi, Country Head - Android EMEA @ Google

Date - hours 30/05/2023 @10.30

Location U6-35 [AGORA' ex U6]

Content

- Google Case Study

Required Readings tbd

Case study tbd

Session 11: The Horizontal and Vertical Boundaries of the Firm

Date - hours 06/06/2023 @10:30; 08/06/2023 @14:30

Location U6-35; U6-10 [AGORA' ex U6]

Content

- Motives for diversification (cap. 12 Grant)
- Diversification strategy
- Diversification and Core competence

- Make vs. Buy: Key considerations
- Global Supply Chain

Required Readings

Rumelt, R. P. (1982). Diversification strategy and profitability. *Strategic management journal*, 3(4), 359-369.

Montgomery, C. (1982), The measurement of firm diversification: some new empirical evidence. *Academy of Management Journal*, Vol. 25, pp. 299-307.

Case study Virgin Group, Chipotle, Lufthansa, RR Donnelley.
Alibaba (Pag. 650)

Session 12: Global Marketing and Business Analytics

Date - hours 09/06/2023 @12:30

Location U6-40 [AGORA' ex U6]

Content

- Business Analytics
- Distribution & Product Strategy
- Product Development and R&D

Required Readings Book Chapter 18

Case study Burberry

** Group Presentations**

Date - hours 15/06/2023 @14.30 & 16/06/2023 @12:30

Location U6-10 ; U6-40 [AGORA' ex U6]

Content

- Conclusion
- Feedbacks
- Group Presentations

DISCLAIMER

The information contained in this syllabus may be subject to moderate changes. The course instructor will communicate any modifications to students.

Prerequisites

Teaching methods

Classes will be held in presence and according to the rules the University will set for the a.y. 2022-23.

Assessment methods

For students that attend the classes, the course assessment is structured as follows:

1- Final Written Exam (50%): A short case analysis to evaluate the competences acquired by students throughout the module.

2- Group presentation (40%): The work is developed in groups comprising at most 4-5 students. Each group must work on a case study of their choice. Each group submit a power point presentation and short report (2000 words). The group evaluation will depend on the quality of submitted report, presentations, and peer evaluation.

3- Group Case presentation (10%): The work is developed in groups comprising at most 4-5 students. Each group

must learn a reading of their choice and present it to the class.

For students that do not attend classes, the final score is based on a written exam, which includes a number of open-answer questions and multiple choice question that cover all the theoretical and empirical topics discussed in the course.

Textbooks and Reading Materials

Suggested reading materials (pre-course):

Grant, R. M. (2016). Contemporary strategy analysis: Text and cases edition. John Wiley & Sons.

Required Readings (for the course):

Hill, Charles W. L. International Business, Global Edition, 13th Edition, McGraw-Hill Education (UK) Ltd., 2021; ISBN 9781260575866.

Compatible previous editions: Hill, Charles W. L. International Business, Global Edition, 11th Edition, McGraw-Hill Education (UK) Ltd., 2017.

Semester

II semester

Teaching language

English

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | PEACE, JUSTICE AND STRONG INSTITUTIONS
