# International business management

## Prof. Alessandro Baroncelli; Prof. Ivo Pezzuto

***COURSE AIMS***

The course deals with the subject of internationalisation and the analysis of the firm internationalisation process. The industry context is also analysed in order to evaluate the impact on the firm conduct.

This course addresses several questions: (1) Why do firms expand abroad? (2) How do firms expand abroad? (3) Why are some companies successful in internationalising their business activities while others are not? (4) How does managing a large multinational corporation (MNC) differ from managing a small (SME) domestic firm? (5) How do managers cope with the constraints and opportunities of managing the main firm functions they face when managing cross-border operations?

The central objective of this course is to understand the management of international firms. We will examine how, and why, firms decide to develop operations in foreign countries, and how firms can become successful once their operations cross national boundaries. We will also examine how individuals manage business activities effectively in such international firms.

***COURSE CONTENT***

Module 1

*The concepts of internationalization and globalization* (15 hours).

Module 2

*Entry modes to foreign markets: analysis, evaluation of attractiveness and market selection* (10 hours).

Module 3

*Comparative advantage and international market selection* (10 hours).

Module 4

*International firms. The impact of the internationalization strategy on the firms’ functions* (10 hours).

Module 5

*Organizational design and competences of international firms* (15 hours).

***READING LIST***

Textbook

C.W. Hill, *International Business. Competing in the Global Marketplace,* McGraw-Hill Irwin, 2012, 9th edition.

In particular, the relevant list of contents for the two course parts is the following:

Part 1 *Prof. Alessandro Baroncelli*

Chapter 1 Globalization.

Chapter 6 International Trade Theory.

Chapter 7 The Political Economy of International Trade.

Chapter 13 The Strategy of International Business.

Chapter 14 The Organization of International Business.

Chapter 15 Entry Strategy and Strategic Alliances.

Part 2 *Prof. Ivo Pezzuto*

Chapter 4 Differences in Culture.

Chapter 5 Ethics in International Business.

Chapter 14 The Organization of International Business.

Chapter 15 Entry Strategy and Strategic Alliances.

Chapter 17 Global Production, Outsourcing, and Logistics.

Chapter 18 Global Marketing and R&.

Chapter 19 Global Human Resources Management.

Chapter 20 Accounting and Finance in the International.

In addition to the textbook, a number of readings will be posted to Blackboard as an additional support for those students who regularly attend the classes.

Exams will cover the contents of the course pack (textbook and additional readings) material. Some of the material we distribute in class will be supplementary, or optional and will not be required to prepare the exams.

***TEACHING METHOD***

The teaching method employed is designed to: 1) illustrate the fundamental contents of the modules and the way the subjects are dealt with in specific texts; 2) provide students with complementary information and examples.

Reference is also made to company case studies, and students are required to discuss and compare the theoretical aspects with simulations of the operational reality.

Students attending class regularly will be given the possibility of studying topics related to a high-growth market area. The course may involve presentations by managers and/or business owners for the purpose of better illustrating some of the issues described in the course programme and the country focus. More specifically, the presentation and discussion of corporate cases responds to three main objectives: a) analysis of the key topics studied; b) discussion and analysis of strategic alternatives; and c) discussion and analysis of aspects in relation to the implementation of the international firms' operational decisions.

The case studies discussed during the course will not form part of the final exam material.

***ASSESSMENT METHOD***

Assessment is based on a written test articulated into two parts:

– Part I: multiple choice questionnaire;

– Part II (which may vary from exam to exam): one or two open-ended questions, a brief exercise, or a small case study.

An optional group coursework project focusing on one of the fast growing markets is assigned. It will allow participants at verifying the personal comprehension of contents and its practical application.