



6202 – INTERNATIONAL BUSINESS AND MANAGEMENT

COURSE SYLLABUS A.Y. 2008-2009

Teacher: Proff. FABRIZIO PERRETTI – ELISABETTA MARAFIOTTI

Date	Hours	Room
W (from 17/09/2008 until 17/12/2008)	10:30-12:00	N37
Th (from 18/09/2008 until 18/12/2008)	14:30-16:00	N37

Course Description and Objectives:

The course aims at bringing the students closer to the problems that affect the internationalization process of the firms. The students will be able to deal with the phases, the critical points, the difficulties, and the conceptual tools that characterize the geographic expansion of the firm beyond the national boundaries, as well as the decisions about locating part of its activities in foreign markets.

The course is focused on the theories and models which describe the forces positively and negatively affecting the internationalization process. By adopting a value chain perspective, the course describes the factors that enhance or inhibits the geographic stretching of the different activities.

Course Material:

Attending students

- P. Lasserre, *Global Strategic Management* (Second Edition), Palgrave
- *Case Studies*, available on the following link (<http://groups.yahoo.com/group/6202ibm08>). The group will be used as a communication platform and will contain files and/or links to readings and materials used during the course. Attending students are asked to subscribe to the group. In the sign up page, in the “comment to the owner” section, students are required to write their Last Name and their Bocconi ID (“matricola”). Without such information access to the group won’t be granted.

Non - Attending students

- P. Lasserre, *Global Strategic Management* (Second Edition), Palgrave
- P.J. Buckley and P.N. Ghauri, *The Internationalization of the Firm: A Reader* (2nd ed.). Thomson.
- *Selected readings and cases* (contact the instructors).

Detailed Description of Assessment Methods

Attending students

Students will be evaluated both on individual and group activities, according to the following table:

Activity	Total Points
Individual (Written Exam)	60
Individual (Participation and Peer Evaluation)	5
Group (Case Presentation)	35
TOTAL	100

Activity Summary

Written Exam. The written exam will be based on two sections: a) multiple choice questions on the cases assigned and presented by groups; b) open questions on the cases and readings assigned.

Group Analysis. The Group Analysis will be a team based activity based on the analysis, presentation, and discussion of readings and business cases. Teams will be formed at the beginning of the course and they are invited to present the cases assigned according to the syllabus. Cases will be introduced by teams during class sessions and discussed in terms of the most relevant issues and strategic recommendations.

General Policies

Attendance. This course requires significant interaction between you and your classmates. Class discussions are an essential component of this course. Your full participation is expected in the discussion of assigned readings and general course themes. You are expected to complete the readings and cases assigned for each session in advance of that session, and to attend class prepared to discuss the ideas set forth in those readings.

Syllabus changes. This syllabus could be subject to variations. Any variation in the rules or in the course schedule and topics will be communicated in class.

Non - Attending students

Students will be evaluated on a written examination. The written exam will be based on two sections: a) multiple choice questions on the cases assigned; b) open questions on the cases and readings assigned.

Course Schedule:

<i>Session</i>	<i>Date</i>	<i>Topic</i>	<i>Teacher</i>	<i>Reference</i>
1	W 17/09/2008	Introduction	FP/EM	
2	TH 18/09/2008	L: Globalization of markets and competition <i>C: Plant Location Puzzle</i>	FP	Lasserre (Ch. 1 & 16)
3	W 24/09/2008	L: Assessing countries' attractiveness	FP	Lasserre (Ch. 6)
4	TH 25/09/2008	<i>C: Vietnam: Market Entry Decisions</i>	FP	
5	W 01/10/2008	L: Entry strategies	FP	Lasserre (Ch. 7)
6	TH 02/10/2008	<i>C: Metro Cash and Carry</i>	FP	
7	W 08/10/2008	L: Global marketing	FP	Lasserre (Ch. 8)
8	TH 09/10/2008	<i>C: Russian Standard</i>	FP	
9	W 15/10/2008	L: Global operations	FP	Lasserre (Ch. 9)
10	TH 16/10/2008	<i>C: Li & Fung: The Global Value Chain Coord.</i>	FP	
11	W 22/10/2008	L: Global innovation	FP	Lasserre (Ch. 10)
12	TH 23/10/2008	<i>C: Siemens A.G.</i>	FP	
13	W 12/11/2008	L: Global strategic alliances	EM	Lasserre (Ch. 4)
14	TH 13/11/2008	<i>C: Danone & Wababa: a bitter-sweet partnership</i>	EM	
15	W 19/11/2008	L: Global M&A	EM	Lasserre (Ch. 5)
16	TH 20/11/2008	<i>C: Corporate Turnaround of Pharmacia & Upjohn</i>	EM	
17	W 26/11/2008	L: Designing a global organisation	EM	Lasserre (Ch. 2 & 3)
18	TH 27/11/2008	<i>C: Vodafone: Out of Many, One</i>	EM	
19	W 03/12/2008	L: Cross-cultural management and HRM	EM	Lasserre (Ch. 11 & 12)
20	TH 04/12/2008	<i>C: The International Committee of the Red Cross: Managing Across Cultures</i>	EM	
21	W 10/12/2008	L: Emerging global players	EM	Lasserre (Ch. 14)
22	TH 11/12/2008	<i>C: Lenovo Acquires IBM's PC Division: Will Lenovo Gain?</i>	EM	
23	W 17/12/2008	L: The social responsibility of the global firm	EM	Lasserre (Ch. 15)
24	TH 18/12/2008	<i>C: Merck Ltd, Thailand</i> Course Wrap-up	EM/FP	

Office hours

Office hours are available at (<http://www.uni-bocconi.it> > [Didattica](#) > [Orari Aule Calendari](#) > [Orario di Ricevimento Docenti](#)).

Office hours could vary: please check on the website.