

## Syllabus

### Course description

<b>Course title</b>	Management of Multinationals / International Management
<b>Course code</b>	27029
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Economics and Management
<b>Semester and academic year</b>	1st semester, ay 2017/2018
<b>Year</b>	3
<b>Credits</b>	7
<b>Modular</b>	No

<b>Total lecturing hours</b>	42
<b>Total lab hours</b>	-
<b>Total exercise hours</b>	-
<b>Attendance</b>	If students want to really profit from the lecture, it is extremely suggested, although one has to write by law that is not required
<b>Prerequisites</b>	Interest, motivation, distinct willingness to learn, and persistence Students need basic knowledge of business, management, marketing and economics
<b>Course page</b>	<a href="http://www.unibz.it/en/economics/progs/bacs/economics/courses/default.html">http://www.unibz.it/en/economics/progs/bacs/economics/courses/default.html</a>

<b>Specific educational objectives</b>	<p>The course refers to the complementary educational activities chosen by the student and belongs to the scientific area of Business Administration.</p> <p>The course 'Management of Multinationals' addresses a broad field of issues companies face in an increasingly international environment often subsumed under International Business or International Management. It is the study of the cross-border trade, investments and corporate functions by firms, and the role of national governments and international institutions in regulating these activities. The course examines the objectives and strategies by multinationals across the value chain of manufacturing, marketing and servicing, and the strategic choices in technology development, country locations, procurement, organizational structure, human resource management, and finance. Related topics include the international business environment (economic, cultural, political, legal), globalization, foreign direct investments, outsourcing, licensing, franchising, foreign entry modes, strategic alliances, and regional economic</p>
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	integration. The course will demonstrate the challenges for business and management in an international environment.
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<b>Lecturer</b>	Michael Nippa Office E 305 <a href="mailto:michael.nippa@unibz.it">michael.nippa@unibz.it</a> , +39 0471 013181
<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	Refer to web pages of the Faculty
<b>Lecturing assistant</b>	-
<b>Teaching assistant</b>	-
<b>Office hours</b>	-
<b>List of topics covered</b>	
<b>Teaching format</b>	Lectures, discussions, group assignments

<b>Learning outcomes</b>	<p>By the end of this course, students will be able to:</p> <p>Knowledge and understanding</p> <ul style="list-style-type: none"> <li>• Explain the international activities with regard to different business functions and management levels.</li> <li>• Identify different international strategies of multinational firms.</li> </ul> <p>Making judgments</p> <ul style="list-style-type: none"> <li>• Compare relative advantages and risks of different forms of international involvement.</li> </ul> <p>Applying knowledge and understanding</p> <ul style="list-style-type: none"> <li>• Evaluate different foreign entry strategies for a new business.</li> </ul> <p>Learning skills</p> <ul style="list-style-type: none"> <li>• Integrate other business and management courses into the international context.</li> </ul> <p>Communication skills</p> <ul style="list-style-type: none"> <li>• Show their proficiency wrt analyzing and presenting brief cases.</li> </ul>
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<b>Assessment</b>	<p>The assessment of the individual performance is based on two exclusive alternatives that have to be irrevocably chosen after the second lecture or earlier:</p> <p><u>Alternative A:</u>  <i>Group assignment</i> (40% of total grade): A well-structured paper of not more than 20 text pages (10,000 words) 70% and front of class presentation of the team 30%.  <i>Final written exam</i> of 45 Minutes (60% of total grade)  Class attendance at least 80% - no exemption from group presentation lectures (mid of January 2018).</p> <p><u>Alternative B:</u>  Class attendance and assignments not required – final <i>written exam</i> of 90 Minutes (100%) based on the</p>
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	required readings as well as on several scientific articles/studies, the content of guest lectures –if any–.
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<ul style="list-style-type: none"> <li>• Relevant for <i>group assignment</i>: correct application of scholarly concepts on businesses, quality of data used, argumentation, structure of the paper, clarity of language, content, quality of layout and sources;</li> <li>• Relevant for <i>written exam</i>: correct answers based on the knowledge provided in readings, text books, slides, blackboard and verbal information given during the lectures.</li> </ul>
<b>Required readings</b>	<p>Collis, D. 2014, <i>International Strategy and Competition: Context, Concepts and Implications</i>, Chichester, UK: John Wiley &amp; Sons.</p> <p>Cavusgil, S.T.; Knight, G.; Riesenberger, J.R. 2012, <i>International Business: The New Realities</i>, 2<sup>nd</sup> edition (<u>International Edition</u>), Upper Saddle River, NJ, USA: Pearson Education.</p> <p>Phatak, A.V.; Bhagat, R.S.; Kashlak, R.J. 2009, <i>International Management: Managing in a Diverse and Dynamic Global Environment</i>, 2<sup>nd</sup> edition (<u>Intl Edition</u>), New York, NY, USA: McGraw-Hill.</p>
<b>Supplementary readings</b>	Will be provided on a continuous way during the course on Reserve Collection
<b>Important remarks</b>	<p><b>Assignments</b> You are responsible that all of your assignments are submitted on the designated due date and time. Late assignments WILL NOT be accepted.</p> <p><b>Academic Honesty</b> Papers that are based on plagiarism and/or improper documentation of sources are graded with 0%. Students who have committed or have attempted to commit acts of academic dishonesty like cheating will be subject to the respective disciplinary sanctions.</p> <p><b>Subject to Change Clause</b> This syllabus is subject to minor changes that do not affect the objectives, general content, and overall assessment rules of the course at the discretion of the instructor to accommodate instructional and/or student needs. Students will be informed of changes in writing prior to changes be effective.</p>