

Syllabus

Course description

Course title	Management of Multinationals
Course code	27029
Scientific sector	SECS-P/08
Degree	Bachelor in Economics and Management
Semester and academic year	2nd Semester 2019-2020
Year	3
Credits	7
Modular	No

Total lecturing hours	42
Total lab hours	None
Total exercise hours	None
Attendance	suggested, but not required
Prerequisites	none
Course page	https://www.unibz.it/it/faculties/economics-management/bachelor-economics-management/

Specific educational objectives	<p>The course refers to the typical educational activities chosen by the student and belongs to the scientific area of Economics/Business Administration.</p> <p>This is an optional course that students can choose in the 3rd year in order to customize their study plan – the course is a core subject in business administration. It is designed for acquiring knowledge in the field of international business.</p> <p>The educational objectives of the course are the following:</p> <ul style="list-style-type: none"> ✓ To provide students the necessary understanding of the scope and function of international business theory and practice. ✓ To provide students the necessary understanding regarding the impact of globalization on business organizations and strategies and on how managers can deal with these issues. ✓ To provide students the necessary understanding of how business practices vary widely across regions and countries. ✓ To provide students the necessary understanding of “how to” formulate and evaluate winning global strategies.
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Lecturer	Valerio Veglio Office: BZ 03.06 Museum Street, 54
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Scientific sector of the lecturer	SECS-P/08
Teaching language	Italian
Office hours	please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
Office hours	-
List of topics covered	<ul style="list-style-type: none"> ✓ The World of International Business: (a) An Introduction to International Business; (b) General Frameworks in International Business; (c) Multinational Enterprises, Innovation, and Competitiveness. ✓ The Environment of International Business: (a) International Politics; (b) International Culture; (c) International Trade; (d) International Financial Markets and Institutions. ✓ International Business Strategies: (a) Multinational Strategy; (b) Organizing Strategy; (c) Corporate Strategy and National Competitiveness; (d) Multinational Enterprises as Responsible Stakeholders. ✓ Functional Area Strategies: (a) Production Strategies; (b) Marketing Strategies; (c) Human Resource Management Strategy; (d) Political Risk and Negotiation Strategy; (e) International Financial Management. ✓ Regional Strategies: (a) European Union; (b) Japan; (c) North America; (d) Emerging Economies; (f) China.
Teaching format	Lecturer, discussions, individual/group assignments, problem-solving activities, case studies.

Learning outcomes	<p><u>Knowledge and understanding</u></p> <ul style="list-style-type: none"> ✓ Identify, analyze and evaluate key theories in international business and strategic management. ✓ Identify different international strategies of multinational firms. ✓ Explain the international activities with regard to different business functions and management levels. ✓ Understand the nature of global challenges and implications for management and organization. <p><u>Applying knowledge and understanding</u></p> <ul style="list-style-type: none"> ✓ Analyse the process of globalization. ✓ Analyse the context in which multinationals operate. ✓ Analyse the different strategic options for multinationals operating abroad. ✓ Demonstrate implications for management and
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	<p>organization.</p> <p>✓ Development of problem-solving and team work competencies.</p> <p><u>Making judgements</u> Compare relative advantages and risks of different forms of international involvement.</p> <p><u>Communication skills</u> Communication skills are developed through focused in-class discussions and problem solving activities through the use of real-life case studies. In addition, team-dynamics are developed through group project work and oral communication skills are developed through the presentation of brief cases.</p> <p><u>Learning skills</u> Integrate other business and management courses into the international context.</p>
<p>Assessment</p>	<p><u>Attending students:</u></p> <ul style="list-style-type: none"> - Group case based assignment (40% of the total grade): each team will choose one of the topics of the course and do some research to get an in-depth understanding of the issues related to it. The teams will provide a written report and make a presentation in class on their findings. - Written exam of 45 minutes (60% of the total grade) based on the course pack. <p><u>Non-attending students:</u></p> <ul style="list-style-type: none"> - Written exam of 60 minutes (100%) based on the text book.
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p><u>Attending students:</u></p> <ul style="list-style-type: none"> - Group case based assignment (40% of the total grade): quality, originality, and rigor. - Written exam (60% of the total grade): degree of reaching learning objectives. <p>The exam is considered passed after achieving a MINIMUM GRADE of 18/30+ IN BOTH PARTIAL EXAMS (Group case based assignment) and (Written exam) regardless of the average achieved with both.</p> <p><u>Non-attending students:</u> Written Exam (100%): degree of reaching learning objectives. Threshold: 18 out of 30+ points.</p>
<p>Required readings</p>	<p>Collinson, S., Narula, R., & Rugman, A.M. (2017). International Business (7th Edition). Pearson.</p>

Supplementary readings

Announced throughout the course.