Syllabus

Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Management of Multinationals</th>
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<tbody>
<tr>
<td>Course code</td>
<td>27029</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>SECS-P/08</td>
</tr>
<tr>
<td>Degree</td>
<td>Bachelor in Economics and Management</td>
</tr>
<tr>
<td>Semester and academic year</td>
<td>2nd Semester 2019-2020</td>
</tr>
<tr>
<td>Year</td>
<td>3</td>
</tr>
<tr>
<td>Credits</td>
<td>7</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
</tr>
<tr>
<td>Total lecturing hours</td>
<td>42</td>
</tr>
<tr>
<td>Total lab hours</td>
<td>None</td>
</tr>
<tr>
<td>Total exercise hours</td>
<td>None</td>
</tr>
<tr>
<td>Attendance</td>
<td>suggested, but not required</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>none</td>
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<td>Course page</td>
<td><a href="https://www.unibz.it/it/faculties/economics-management/bachelor-economics-management/">https://www.unibz.it/it/faculties/economics-management/bachelor-economics-management/</a></td>
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Specific educational objectives

The course refers to the typical educational activities chosen by the student and belongs to the scientific area of Economics/Business Administration.

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.

The educational objectives of the course are the following:

- 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.

Lecturer

Valerio Veglio
Office: BZ 03.06 Museum Street, 54
<table>
<thead>
<tr>
<th>Scientific sector of the lecturer</th>
<th>SECS-P/08</th>
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<tbody>
<tr>
<td>Teaching language</td>
<td>Italian</td>
</tr>
<tr>
<td>Office hours</td>
<td>please refer to the lecturer’s web page</td>
</tr>
<tr>
<td>Lecturing assistant</td>
<td>Not foreseen</td>
</tr>
<tr>
<td>Teaching assistant</td>
<td>Not foreseen</td>
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<tr>
<td>Office hours</td>
<td>-</td>
</tr>
<tr>
<td>List of topics covered</td>
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- 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.

<table>
<thead>
<tr>
<th>Teaching format</th>
<th>Lecturer, discussions, individual/group assignments, problem-solving activities, case studies.</th>
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<tr>
<th>Learning outcomes</th>
<th>Knowledge and understanding</th>
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<tr>
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<td>Identify, analyze and evaluate key theories in international business and strategic management.</td>
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<td>Identify different international strategies of multinational firms.</td>
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<td></td>
<td>Explain the international activities with regard to different business functions and management levels.</td>
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<td></td>
<td>Understand the nature of global challenges and implications for management and organization.</td>
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Applying knowledge and understanding
- 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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<tr>
<th><strong>Assessment</strong></th>
<th><strong>Attending students:</strong></th>
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|                | - 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. |
| **Non-attending students:** | - Written exam of 60 minutes (100%) based on the textbook. |

| **Assessment language** | English |
| **Evaluation criteria and criteria for awarding marks** | **Attending students:** |
|                | - 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. |
| **Non-attending students:** | Written Exam (100%): degree of reaching learning objectives. Threshold: 18 out of 30+ points. |

**Required readings**
| Supplementary readings | Announced throughout the course. |