

## Syllabus

### Course description

<b>Course title</b>	<b>Management of Multinationals</b>
<b>Course code</b>	27029
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Bachelor in Economics and Management
<b>Semester and academic year</b>	2nd Semester 2020-2021
<b>Year</b>	3
<b>Credits</b>	7
<b>Modular</b>	No

<b>Total lecturing hours</b>	42
<b>Total lab hours</b>	None
<b>Total exercise hours</b>	None
<b>Attendance</b>	suggested, but not required
<b>Prerequisites</b>	none
<b>Course page</b>	<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>

<b>Specific educational objectives</b>	<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 3<sup>rd</sup> 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"> <li>✓ To provide students the necessary understanding of the scope and function of international business theory and practice.</li> <li>✓ 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.</li> <li>✓ To provide students the necessary understanding of how business practices vary widely across regions and countries.</li> <li>✓ To provide students the necessary understanding of “how to” formulate and evaluate winning global strategies.</li> </ul>
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<b>Lecturer</b>	Valerio Veglio Office: BZ E2.04 Piazza Università, 1
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<b>Scientific sector of the lecturer</b>	SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	please refer to the lecturer's web page
<b>Lecturing assistant</b>	Not foreseen
<b>Teaching assistant</b>	Not foreseen
<b>Office hours</b>	-
<b>List of topics covered</b>	<ul style="list-style-type: none"> <li>✓ The World of International Business: (a) An Introduction to International Business; (b) General Frameworks in International Business; (c) Multinational Enterprises, Innovation, and Competitiveness.</li> <li>✓ The Environment of International Business: (a) International Politics; (b) International Culture; (c) International Trade; (d) International Financial Markets and Institutions.</li> <li>✓ International Business Strategies: (a) Multinational Strategy; (b) Organizing Strategy; (c) Corporate Strategy and National Competitiveness; (d) Multinational Enterprises as Responsible Stakeholders.</li> <li>✓ Functional Area Strategies: (a) Production Strategies; (b) Marketing Strategies; (c) Human Resource Management Strategy; (d) Political Risk and Negotiation Strategy; (e) International Financial Management.</li> <li>✓ Regional Strategies: (a) European Union; (b) Japan; (c) North America; (d) Emerging Economies; (f) China.</li> </ul>
<b>Teaching format</b>	Lecturer, discussions, individual/group assignments, problem-solving activities, case studies.

<b>Learning outcomes</b>	<p><u>Knowledge and understanding</u></p> <ul style="list-style-type: none"> <li>✓ Identify, analyze and evaluate key theories in international business and strategic management.</li> <li>✓ Identify different international strategies of multinational firms.</li> <li>✓ Explain the international activities with regard to different business functions and management levels.</li> <li>✓ Understand the nature of global challenges and implications for management and organization.</li> </ul> <p><u>Applying knowledge and understanding</u></p> <ul style="list-style-type: none"> <li>✓ Analyse the process of globalization.</li> <li>✓ Analyse the context in which multinationals operate.</li> <li>✓ Analyse the different strategic options for multinationals operating abroad.</li> <li>✓ Demonstrate implications for management and</li> </ul>
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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><b>Assessment</b></p>	<p><u>Attending students:</u></p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- Written exam of 45 minutes (60% of the total grade) based on the course pack.</li> </ul> <p><u>Non-attending students:</u></p> <ul style="list-style-type: none"> <li>- Written exam of 60 minutes (100%) based on the text book.</li> </ul>
<p><b>Assessment language</b></p>	<p>English</p>
<p><b>Evaluation criteria and criteria for awarding marks</b></p>	<p><u>Attending students:</u></p> <ul style="list-style-type: none"> <li>- Group case based assignment (40% of the total grade): quality, originality, and rigor.</li> <li>- Written exam (60% of the total grade): degree of reaching learning objectives.</li> </ul> <p>The exam is considered passed after achieving a <b>MINIMUM GRADE of 18/30+ IN BOTH PARTIAL EXAMS</b> (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><b>Required readings</b></p>	<p>Collinson, S., Narula, R., &amp; Rugman, A.M. (2017). International Business (7<sup>th</sup> Edition). Pearson.</p>

**Supplementary readings**

Announced throughout the course.