

Syllabus 2020 – 2021

Année 2020-2021
 ICO NIDA Année 5
 Cours International Business Marketing
 Intervenant Jean-Éric Pelet
 Course website: www.KMCMS.net + http://www.kmcms.net/cours/international_business_strategy/

Course Description and Objectives/Objectif Général du cours (Pourquoi ce cours ? 2 à 3 lignes)

Rapid globalization is "blurring" traditional borders of nations, time, and space, and challenging traditional assumptions about how to manage people and organizations. This course introduces the major factors (legal/political, economic, competitive, sociocultural, technological, and natural) in the global environment and examines their individual and interrelated effects on organizational and managerial practices. The course provides a framework for understanding organizational action within an increasingly global environment. Students will examine growing worldwide interconnections to gauge the impact of globalization on managing organizations and people worldwide.

Learning outcomes/Objectifs pédagogiques - Upon the successful completion of this course, students will be able to:

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|---|---|
| 1 | Describe the factors that have led to the growth of business internationally, including the globalization of markets and production; |
| 2 | Examine the differences in political and economic systems and cultures among the nations engaged in international trade; |
| 3 | Describe the development of market economies globally; |
| 4 | Explain how managing an international business differs from managing a domestic business, and the additional skills and knowledge that business managers must possess to be successful in international ventures; |
| 5 | Describe the reduction of barriers to trade and the major technological changes that have allowed for the growth of the international economy; |
| 6 | Recognize the economic theories of international trade, including unrestricted free trade on the one hand, and protectionist trade policies on the other; |
| 7 | Describe the economic theories of foreign direct investment, the various economic structures for making such investments and the advantages and disadvantages for such structures. |

Class schedule, laptops and etiquette

Class will start promptly and will resume after specified time breaks during the class. Out of courtesy to your fellow students, please make every effort to be on time and avoid disrupting others. There is to be no recording of lectures without my prior permission.

The use of watches, laptops, tablets, netbooks, PDAs, smart phones, or other electronic devices during class is not allowed without my express consent. Anyone doing so will not receive any credit for participation during that class session.

The Assignments and Grades for this class are as follows/Modalités d'évaluation

| Continuous Assignment (%): 50 | Exam (%) : 40% + 10% | |
|-----------------------------------|-----------------------|-------------------------|
| Assignments | % of grade | |
| | Tentative Grade Scale | |
| Participation and peer evaluation | 20 | A to A- = 100% to 90% |
| Individual Assignment | 10 | B+ to B- = 89.9% to 80% |

Syllabus 2020 – 2021

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|--------------------------|------------|-------------------------|
| Team Assignment | 30 | C+ to C- = 79.9% to 70% |
| Mid term and Final Exams | 40 | D+ to D- = 69.9% to 60% |
| | | F = Below 60% |
| Total | 100 | |

Required Text and readings/Bibliographie (ScholarVox)

1. Global Marketing: Seventh edition, Svend Hollensen, 2017

Class assignments:

You will be completing 2 written assignments for this class. The first assignment will be an individual research assignment. The second assignment will be a team assignment; students will collaborate using the research gained in their first assignment.

Individual Assignment:

This is a short (2-3 pages) written memo enriched with rich media (sound, image, video...), details will be given out in class and on the TUMBLR course website. In addition, students may be asked to explain the outcome of their research to the class.

Team Assignment:

Students will work in teams, to produce a business report (6-7 pages) and make a presentation to the class, outlining their recommendations. Details will be given out in class and on the KMCMS.net course website.

Class participation and peer evaluation

The grade for participation will be based on your in-class contribution and general course involvement and attitude. Attendance in class is mandatory; however, you will not get credit just for showing up. Participation should be "thoughtful"; students should be well prepared, having read the assigned chapters before class and any other materials, such as case summaries and course site materials, so you can actively engage in discussions with your classmates in class. Students should also demonstrate a desire to understand the contributions and ideas of their fellow classmates. Students will prepare and lead discussions on specific topics in each lesson and each group will post their notes and summary of their case on the KMCMS.net course site. In addition, you will be asked to evaluate your fellow team members, details will be given during the course.

Tentative course schedule

| # | Day content | Week end session | Week days session | Assessment |
|---|---|------------------|-------------------|------------|
| 1 | Part I – Decision to internationalize Global marketing in the firm Initiation of internationalization Internationalization theories Development of the firm's international competitiveness | | | |

Syllabus 2020 – 2021

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|---|--|--|--|--|
| 2 | Part II – Deciding which market to enter Global marketing research The political and economic environment The sociocultural environment The international market selection process | | | |
| 3 | Part III – Market entry strategies Some approaches to the choice of entry mode Export modes Intermediate entry modes Hierarchical modes International sourcing decisions and the role of the sub-supplier | | | |
| 4 | Part IV -Designing the Global Marketing Strategy Product decisions Segmentation Targeting Positioning | | | |
| 5 | Part IV– Part V –Cross-cultural sales negotiations | | | |

Required core topics (with recommendations of example sub-topics)

International strategy at the corporate level (required topic)

- Pankaj Ghemawat's AAA Global Strategies (highly recommend model)

Syllabus 2020 – 2021

AAA Strategies: Established versus Emerging Multinationals

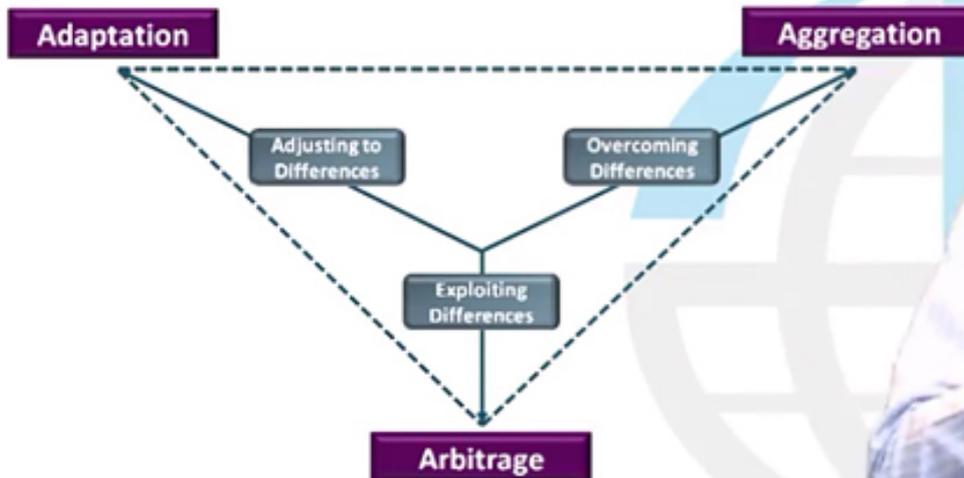
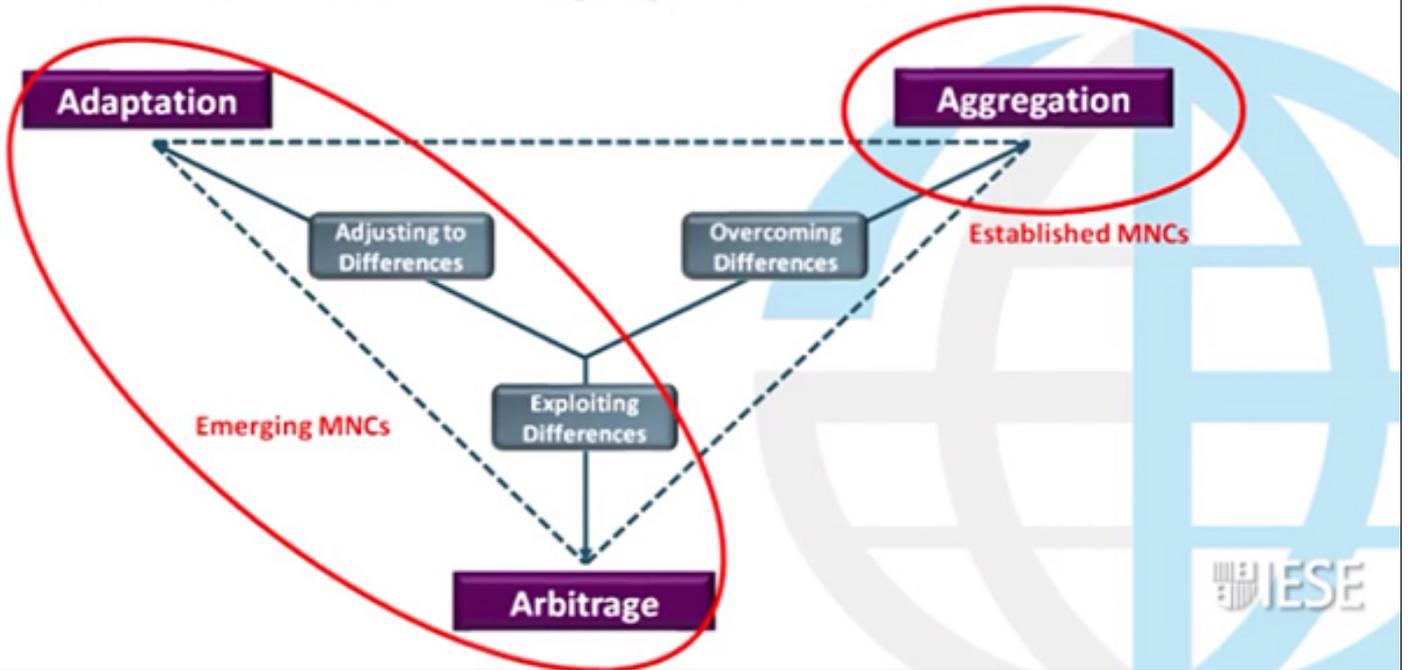


Figure 1 : source <https://onlinemarketingmoment.wordpress.com/2014/03/30/coursea-globalization-of-business-enterprise/>

- Ghemawat is well-known and well-respected, as the youngest person to achieve tenure at Harvard Business School
- The AAA model is well-cited and widely taught
- The model is focused intently on strategy rather than the more generic subject of “international business”
- The model has both simplicity (only 3 high-level strategies) and complexity (with dozens of lower-level strategies that are nested within each high-level strategy).

Syllabus 2020 – 2021

**AAA Strategies:
Established versus Emerging Multinationals**



- Base of the Pyramid Strategies
- etc.

International strategy in the context of national institutions (required topic, and perhaps the broadest one that has the most freedom for interpretation)

- Porter's Diamond Model of National Competitiveness (highly recommend model)

Syllabus 2020 – 2021

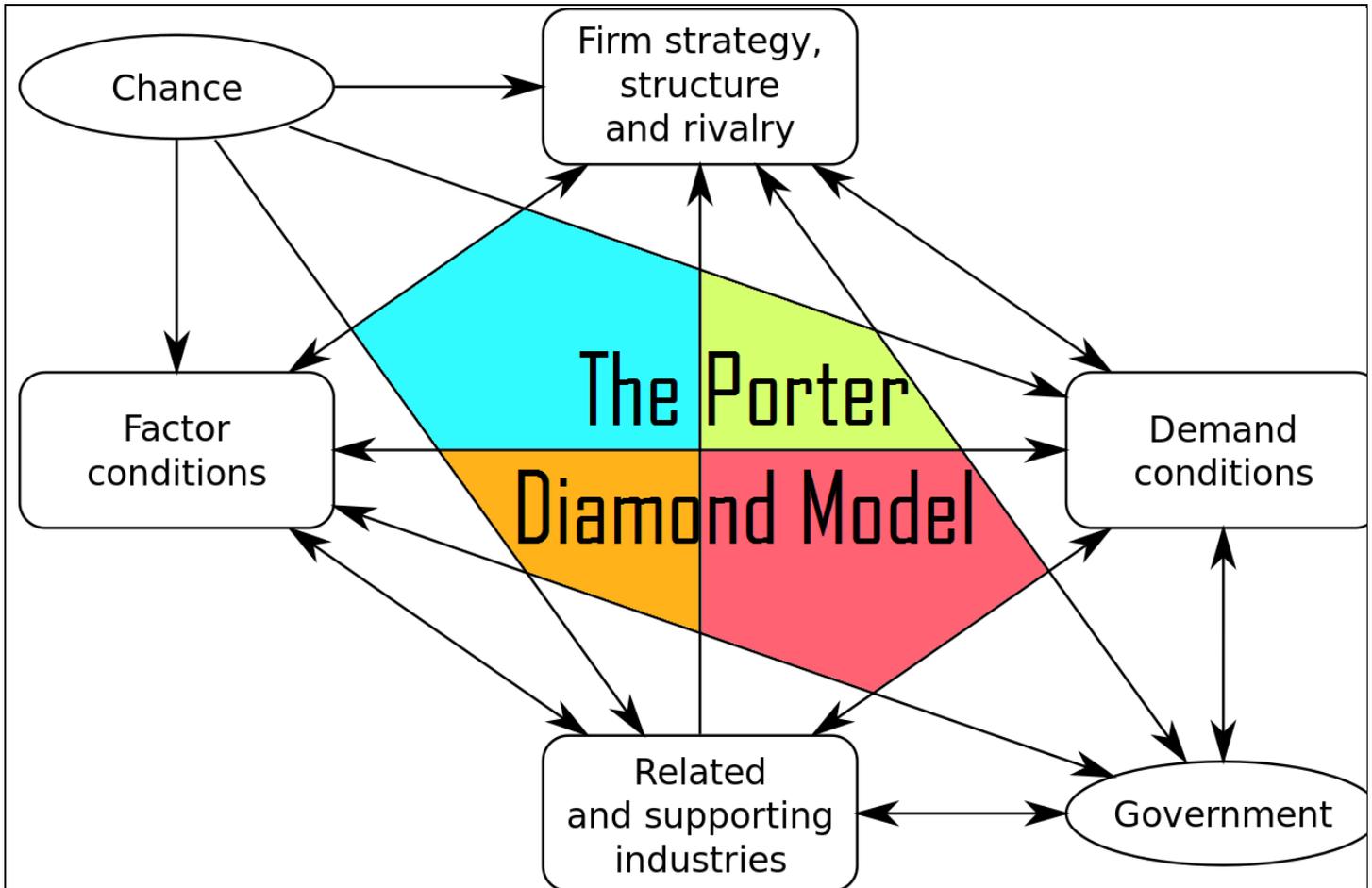


Figure 2 : <https://marketing-insider.eu/porter-diamond-model/>

- Porter is well-known and well-respected, the most-cited scholar of all time in the field of corporate strategy
- The model is focused intently on strategy (or at least “competitive advantage”) rather than the more generic subject of “international business”
- The model serves to introduce “institutions” and “business environments” in a way that directly ties into business strategy, as opposed to taking a more sociological and descriptive approach
- The model has ample complexity, providing good subject matter for a writing assignment
- International law
 - Comparative legal theory (e.g., common versus civil law)
 - Hard law versus soft law
- International institutions
 - You may decide to showcase specific institutions that govern international trade or have students write reports on them: International Monetary Fund, World Bank, United Nations Global Compact, World Trade Organization, European Union, NAFTA, etc.

International Culture (required topic)

- Erin Meyer’s Culture Map (highly recommend model)

Syllabus 2020 – 2021

- Erin Meyer is a professor at INSEAD, and thus has some local relevance
- The book that introduced this model is a best-seller and is full of many interesting, concrete examples
- Unlike other models of international culture (Hofstede's 6 cultural dimensions), this one is more business-oriented than sociologically-minded; it deals with aspects of culture that have direct relevance for business practice.
- CAGE distance framework (highly recommend model)

International trade and/or economics

- Foreign Direct Investment (highly recommend)
- Theory of Absolute Competitive Advantage
- Varieties of protectionism / Arguments for protectionism
- 5 Stages of Economic Development
- 5 Levels of Economic Integration
- Etc.