

International Strategy & Multinational Corporation

Course Presentation
2017-2018

Who?

Salvatore Sciascia



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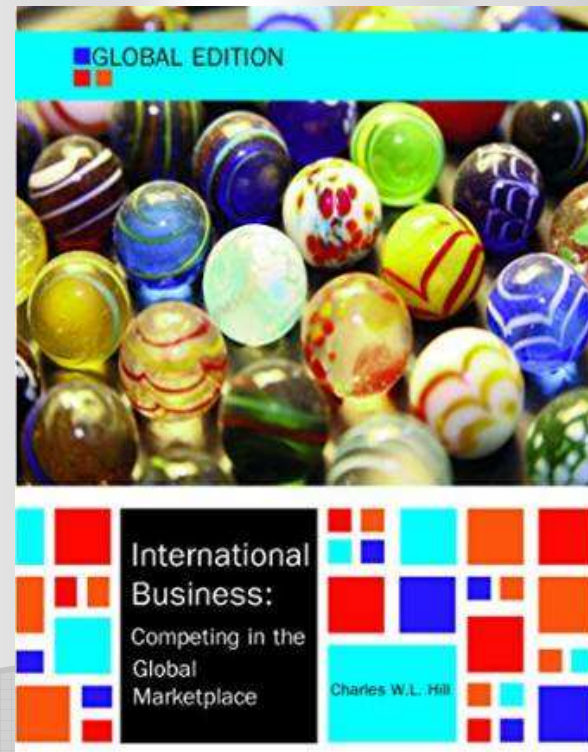
What?

Topics

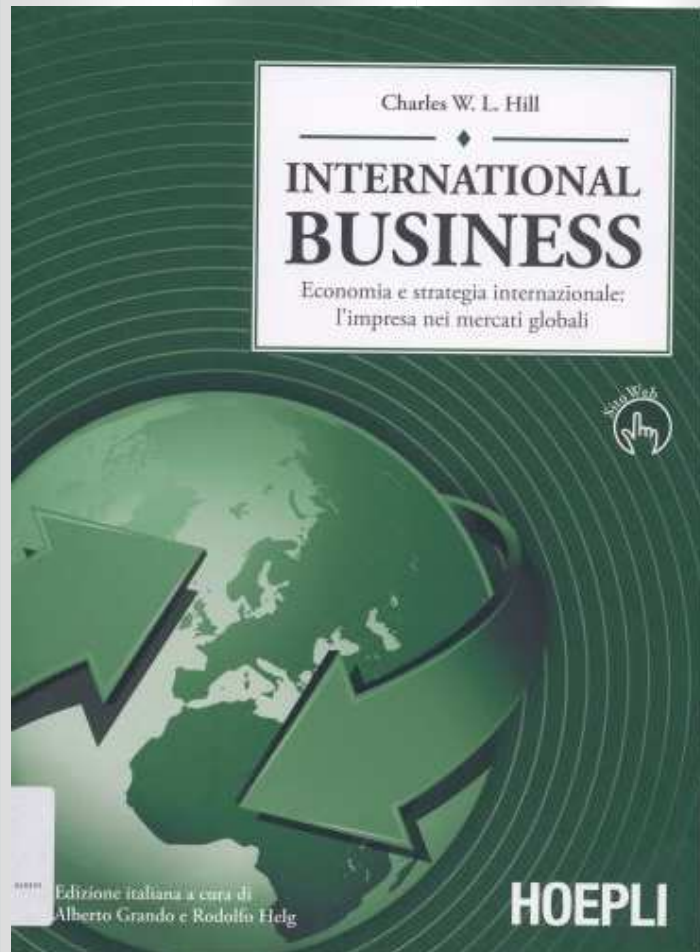
- Environment
- Strategy
- Organization
- Entry Strategies & Alliances
- Production
- Culture
- Ethics
- HRM

Book

- Hill, C.W.L., International Business: Competing in the Global Marketplace, 10th Edition, McGraw-Hill, 2015.



What?



Book

- An Italian version of the book is available!!
- However, the chapter on Human Resources Management (HRM) has not been translated

Why?

- You may be employed by a multinational corporation
- If you will be employed by a SME, international strategies will be crucial
- If you will launch a start-up, it could be a «born global»

Why?

RANK	COMPANY
1	JPMorgan Chase
2	DSM
3	Apple
4	Novartis
5	LeapFrog Investments
6	Ant Financial
7	Walmart
8	Toyota Motor
9	Johnson & Johnson
10	Yara
11	Levi Strauss



When and Where?

- Friday morning (usually... 3 exceptions are in bold in the detailed program)
- The classroom is flexible: please, check the LIUC schedule
- Virtual room for course materials in **MyLIUC**



Trova il futuro che ti cerca.

MY LIUC - Portale dello studente

My.LIUC
il portale dello studente

Self Service studenti
(bandi, gestione avvisi ed altre funzioni)
Segreteria online
(esami, piani studi, bollettini MAV)

**Servizi per:
studenti
laureandi
docenti
personale di gestione**

I corsi
Guide dello studente
Orario delle lezioni
Calendario degli appelli
Ricevimenti dei docenti
Le persone

Rete Wireless di Ateneo
Servizi Office 365

International students

Skills & Behaviour



Orari delle lezioni: Orari di oggi, Orari di domani
Avvisi: Avvisi in scadenza, Nuovi avvisi

Attività Didattiche

Ricerca attività didattiche

 Cerca

Inserire il nome dell'attività didattica o parte di essa

solo nell'anno accademico 2016/17

Ricevimenti Docenti

Ricerca ricevimento docente

 Cerca

Inserire il cognome del docente o parte di esso

Persone e aree funzionali

Ricerca persone

 Cerca

Inserire il cognome o parte di esso

Elenco Alfabetico:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Avvisi

[Sistema di prenotazione esami/consultazione es](#)
[Istruzioni online](#)

[Istruzioni per accedere bollettini MAV online](#)

Avvisi didattici

Oneri detraibili redditi

Richiesta certificati

ELEZIONI RAPPRESENTAN
DEGLI STUDENTI

How?

- Lectures + Case discussions
 - The 3 cases to be discussed are included in a document uploaded among the course materials. Bring it with you in class
 - P&G
 - Black and Decker
 - Diebold
- Written Group Work + Presentation
 - "Tell me, and I will forget.
Show me, and I may remember.
Involve me, and I will understand."
Confucius, 450 b.C.

Detailed Program

	Date	Time	Room	Contents	Hill's Chapters
1	22 sept	10-13	C229	Course presentation + Analyzing the global environment	1
2	29 sept	10-13	C229	The strategy of multinational corporations - part I	13
3	6 oct	10-13	C229	The strategy of multinational corporations - part II + Procter & Gamble	13
4	13 oct	14-18	Lab. PC picc.	Coaching	
5	20 oct	10-13	C229	The strategy-organization coherence in multinational corporations - Part I	14
6	27 oct	10-13	C229	The strategy-organization coherence in multinational corporations - Part II + Black & Decker	14
7	31 oct	14-18	Lab. PC grande	Coaching	
8	10 nov	10-13	C229	Entry strategies + Diebold	15
9	17 nov	10-13	C229	Global Production + Managing cultural diversity	17 + 4
10	24 nov	14-18	Lab. PC grande	Coaching	
11	1 dec	10-13	C229	Ethics in multinational corporations + The strategy-HRM coherence	5 + 19
12	5 dec	14-18	C220	Groupworks presentations and discussion	
13	12 dec	14-18	C220	Groupworks presentations and discussion	
14	15 dec	12-13	C229	Written Exam (compulsory for non attendees, optional for attendees)	

Examination

ATTENDEES

Written Group Work to be

- delivered on December 5
- presented either on December 5 or December 12

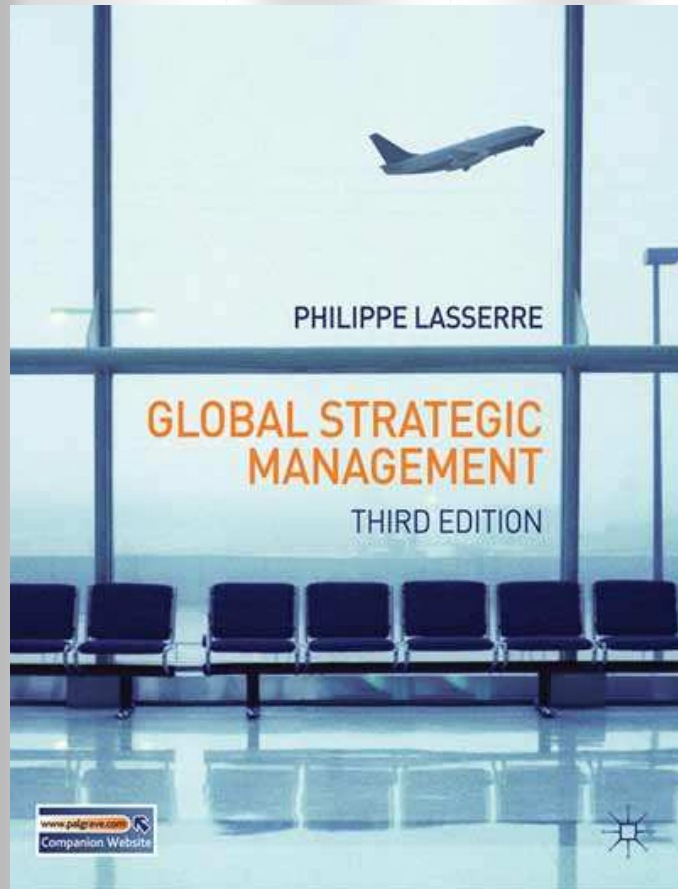
ATTENDEES

Since this is a «1 shot» evaluation, attendees have also the possibility to refuse the mark received and take the written exam as non attendees

NON ATTENDEES

Written Exam to be taken either on December 15 or in any other subsequent session during the academic year

Non attendees



**Lasserre, P., *Global Strategic Management*,
Palgrave – MacMillan, 2012**

The written exam refers to

- 8 Chapters from Hill
- 5 Chapters from Lasserre
 - Global Strategic Alliances
 - Global M&A
 - Global Operations
 - Global Innovation
 - Global Trends

Attending the course

- The professor will not check your presence in class: attending the course is your responsibility
- Learning by attending the course is more effective than learning through the pages of the book – for several reasons
- If you decide to follow the course
 - notes are crucial: if you skip a lecture, ask notes to your colleagues
 - flexibility on course schedule is requested
 - you can't forget that your written group work has 2 precise deadlines
 - the professor will not intervene into the dynamics of the group – develop an integration capability is part of the learning experience

Group Work

- Choose a company in order to analyze and evaluate international strategic choices
 - Large firms
 - Fast growing firms
 - Well known firms
- You can't choose: BMW, Emirates, FCA, Ferrero, Geox, Illy, Intel, Nestlè, Samsung, Sodial, Walmart (selected last year)

Group Work

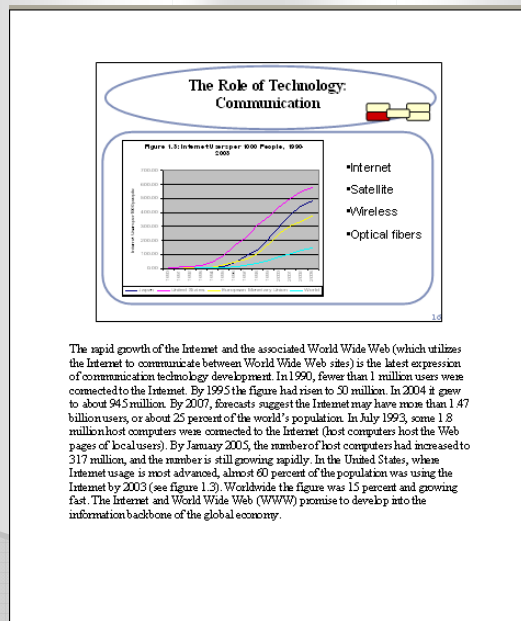
- Define a group of 6-7 students (mix backgrounds!)
- Teams' composition and company of analysis are to be notified to in class to the professor for approval (before **October 6**)
- The title of the group project is defined on a FIFO (FCFS) policy

Group Work

- The output should be structured in 9 sections
 1. A brief overview of the company
 2. Results
 3. Competitive Situation
 4. Strategic Choices
 5. Organizational Choices
 6. Entry Strategies
 7. Production choices
 8. Other specific issues (ethics/culture/entry strategies etc.) IF they influenced results
 9. Conclusions

Group Work

- Look for information on internet and in the library (electronic first! Data Bases of articles available!)
- The expected output is a .ppt file (25-35 slides) to be presented in 20 minutes; you are free to choose the group members that will present the work
- You are invited to use the space under the slides



Files and papers are expected to be delivered on **December 5** in order to be considered attendees

Group Work

- Deliver the document in two forms: printed + .ppt file (via e-mail to ssciascia@liuc.it)
- Only on December 5 you will discover which group will present on the same day or later. The date of presentation does not influence the evaluation (you all deliver the document on the same day)

A hard work, but...

If you want to walk fast,
walk alone.

If you want to walk far,
walk with others.

