

International Market Entry
Summer Term 2024
247.004

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Course Objectives

At the end of this course, students should be able:

- To gain insight into the internationalisation process of companies.
- To understand and evaluate process of international strategy formulation and implementation.
- To evaluate internationalisation models and different modes of international expansion.
- To master tools and practices for structuring and controlling the internationalisation process.
- To apply strategic planning techniques and tools for strategic analysis, development and implementation and to analytically prepare management decisions facing firms with the help of case settings.

Course Content and Structure

The course is comprised of 5 sessions. International Market Entry is an integrating module that aims to combine theoretical and practical insights into how companies manage international expansion and maintain international operations with the help of strategic management.

Building on the knowledge gained in the course “International Business”, we now closely look at the multinational company (MNC) and how it acts and reacts in the global arena. New concepts and theoretical frameworks are learned through an integrated blend of lectures, a case study, a simulation, group work and in class discussions. As learning occurs through class discussions, attendance of all lectures is expected for their whole duration. Active in-class participation in the discussions and group exercises are essential for you to get the full value from the class.

The course content guides you through international market entries and the different market entry strategies. Furthermore, it introduces you to the evolution of internationalisation processes of MNCs, and sheds light on the different market entry modes appropriate for SMEs.

Last but not least, the simulation will enable you to experience the impact of your decisions while managing foreign market entries of a firm.

Students who do not attend 80% of the total class time* will automatically receive negative course grade. If you have scheduling conflicts, you must notify the lecturer (Ivana Goulart) at least 24 hours in advance. Absences that are not communicated with lecturer before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative component grade.

Requirements and Grading

The assessment of this course is based on the following requirements:

Level	Assessment	Percentage
individual	Exam	40 %
group	Case study analysis + Strategy for expansion	20 %
group	Simulation	30 %
group	Simulation report	10 %
individual	Maximum:	100 %

For a passing grade students must obtain at least 50 per cent in each category AND at least 60 per cent of the total points. The final grade will be calculated according to the following formula: 0-59.5 (5); 60-69.5 (4); 70-79.5 (3); 80-89.5 (2); 90-100 (1).

Discipline Rules

As an academic institution, the Department of International Management does not tolerate any form of academic dishonesty. Plagiarism encompasses presenting as one's own the words, work, opinions, or factual information of someone else without giving that person credit, as well as borrowing the sequence of ideas, the arrangement of material, or the pattern of thought of someone else without proper acknowledgement. All discovered instances will result in an immediate decrease in grade of the assignment or exam. In severe cases, this may result in a failing grade for the assignment or exam. In addition, there will be an automatic decrease in overall grade. Consequently, this may result in the failure of the course. In the case of group work, the consequences will be extended to the entire team. For details see our code of conduct at www.jku.at/iim.

Moodle support

We offer a reading package containing all preparatory readings and the case studies for this course. You are expected to read the texts for each session in advance. The reading package can be accessed on the Moodle course website prior to the beginning of the course. Information on the simulation will be provided in class. **Please note that there are preparatory readings already for the first course session.**

Grades and feedback will be posted in Moodle. Please submit your assignments via Moodle!

Sustainability Policy

As a department that strives to promote environmental sustainability, we encourage you to consider the environment and refrain from printing the readings on Moodle.

Contact

In case of changes to the schedule or other important correspondence concerning the course, emails will be sent out via the KUSSS-system. Therefore, please ensure that your email address in the KUSSS-System is one that you are checking on a regular basis.

For questions or problems please contact: office_iim@jku.at