



UNIVERSITÀ
degli STUDI
di CATANIA

DIPARTIMENTO DI SCIENZE POLITICHE E SOCIALI
Corso di laurea magistrale in Internazionalizzazione delle
relazioni commerciali

Anno accademico 2018/2019 - 2° anno

INTERNATIONAL BUSINESS

SECS-P/01 - 9 CFU - 1° semestre

Docente titolare dell'insegnamento

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Orario ricevimento: Da concordare via email

OBIETTIVI FORMATIVI

Globalisation and the Multinational Enterprise. Strategy and Organization of the Multinational Enterprise.
New Issues in IB

MODALITÀ DI SVOLGIMENTO DELL'INSEGNAMENTO

Lezioni frontali, interventi in aula da parte di imprenditori ed esperti nel settore, lavori in gruppo.

PREREQUISITI RICHIESTI

Nessun prerequisito formale.

FREQUENZA LEZIONI

Consigliata

CONTENUTI DEL CORSO

GLOBALISATION AND THE MULTINATIONAL ENTERPRISE

- Concetti di base e trend relative all'internazionalizzazione
- Prospettiva istituzionale
- Prospettiva resource-based

STRATEGY AND ORGANIZATION OF THE MULTINATIONAL ENTERPRISE

- Strategie di entrata in mercati esteri
- Dinamiche concorrenziali
- Strategie globali
- Organizzazione e innovazioni all'interno dell'impresa multinazionale
- Management delle risorse umane

NEW ISSUES IN IB

- Mercati emergenti
- Imprese che originano in mercati emergenti

TESTI DI RIFERIMENTO

GLOBALISATION AND THE MULTINATIONAL ENTERPRISE

Peng, M. e Meyer, K. (2016) International Business. Cengage Learning (Second Edition) - chapters 1, 2, 3, 4, 6 and 11

STRATEGY AND ORGANIZATION OF THE MULTINATIONAL ENTERPRISE

Peng, M. e Meyer, K. (2016) International Business. Cengage Learning (Second Edition) - chapters 12, 13, 14, 15 e 16

NEW ISSUES IN IB

- Elia, S. and Santangelo, G.D. (2017) The evolution of strategic asset-seeking acquisitions by emerging market multinationals. *International Business Review*, 26(5): 855-866.
- Emergent Giants Multinationals from China, India, Brazil, Russia, and even Egypt are coming on strong. They're hungry -- and want your customers. They're changing the global game", *Business Week* 31 July 2006. (pp.1-11)
- Guillen, M.F. & Esteban Garcia-Canal, E. (2009) "The American model of the multinational firm and the "new" multinationals from emerging economies". *Academy of Management Perspectives*, Vol. 23(2): 23-35.
- Khanna, T. & Palepu, K.G. (2010) "The Nature of Institutional Voids in Emerging Markets: Why Markets Fail and How to Make Them Work" in Khanna, T. & Palepu, K.G. *Winning in Emerging Markets*. Harvard Business School Press. (pp.1-29)

- Khanna, T., Palepu, K.G. & Sinha, J. (2005) Strategies that fit emerging markets, Harvard Business Review 83, 63-76.
- Meyer, K. (2015) "What is "strategic asset seeking FDI?", Multinational Business Review, 23, 57-66.
- Amazon in Emerging Markets. Case study by Nguyen-Chyung, A. and Faulk. E. (2014) WDI Publishing, pp. 1-36
- "Xiaomi Challenges Global Smartphone Leaders". Case study by Meyer, K. and Zhu, J. in Peng, M. and Meyer, K. International Business 2016 (Second Edition), pp. 506 - 510.

ALTRO MATERIALE DIDATTICO

<http://studium.unict.it/dokeos/2019/courses/15789/>

PROGRAMMAZIONE DEL CORSO

Argomenti	Riferimenti testi
1 GLOBALISATION AND THE MULTINATIONAL ENTERPRISE	Peng, M. e Meyer, K. (2016) International Business. Cengage Learning (Second Edition) - chapters 1, 2, 3, 4, 6 and 11
2 STRATEGY AND ORGANIZATION OF THE MULTINATIONAL ENTERPRISE	Peng, M. e Meyer, K. (2016) International Business. Cengage Learning (Second Edition) - chapters 12, 13, 14, 15 e 16
3 NEW ISSUES IN IB	Selezione di papers e casi studio presentati in aula

VERIFICA DELL'APPRENDIMENTO

MODALITÀ DI VERIFICA DELL'APPRENDIMENTO

Elaborazione e discussione di un progetto di internazionalizzazione e test scritto

ESEMPI DI DOMANDE E/O ESERCIZI FREQUENTI

In the resource based view, what are resources?

What is the difference between tangible and intangible assets?

What are reputational resources?

How can basic export and import activities be organized!?

What is the role of trade intermediaries in international trade?

How can services be traded across borders?

What are the key trade-offs between local adaptation and global standardization?

What are the implications of trying to be both locally adaptive and globally integrated?

What are the challenges of operating in a matrix structure?
