



International Management (BOEC0330)

Syllabus

Last updated 30.09.2024

Overview

In today's global business environment, companies face various choices regarding markets, locations for key activities, investment and ownership modes, and organization and processes for managing across borders. These choices have become even more complex in recent years due to new protectionism, global trade wars, and the multiple crises our world is experiencing. This course aims to introduce students to some of the most important frameworks to understand key challenges of international management and how to work effectively in today's global environment. The goal is to provide the foundations for effective action in international business. The course will first cover frameworks to understand the opportunities and challenges of international differences in the cultural, economic, political, and legal environment. Next, firm-level strategic choices will be covered regarding where to operate, how to leverage an international footprint, and how to organize international activities. Finally, the challenges of the most important functions that constitute the multinational firm will be discussed.

Course Objectives

After the course, the participant should:

- (1) Understand the cultural, economic, financial, organizational, legal, and political factors affecting international businesses.
- (2) Know basic strategic and operational choices in international management.
- (3) Understand and appreciate the differences between managing domestic and international businesses.

Teaching Method and Materials

The course is taught by combining lectures, guest lectures, and the independent study of a textbook. The course combines a strong focus on concepts with an orientation toward application. Using examples to situate concepts discussed, students can experience applying the abstract concepts of strategy in concrete management situations. Course materials (lecture slides) will be provided on OLAT. The course draws upon material from the following textbook:

Charles W.L. Hill 2022, International Business: Competing in the Global Marketplace, **14th** International Student Edition, ISBN 978-1265038540.

We will provide a list of exam-relevant chapters on OLAT.



The publisher offers a 30% discount on the book with the following link and the discount code: *unibooks30*

<https://www.mheducation.co.uk/international-business-competing-in-the-global-marketplace-ise-9781265038540-emea-group#configurable-product-options-title>

Exam

The regular final examination is scheduled for 9 January 2025, 14:00 - 16:00, in room SOD-1-102/104. The exam will be held on-site and will be based on all the lectures and the textbook. To pass the exam at least 50% of the total points are required.

Alternative Exam Date for Mobility Students

Given the number of mobility students commonly enrolled in this course, many of whom are likely to return to their home country before the January exam session, we will allow these students to take the final exam on 19 December 2024, here at the University of Zurich. Mobility students can, therefore, choose between the two alternative dates for writing the final exam. Please note this applies ONLY to incoming mobility students of non-UZH origin. Exceptions can be made for outgoing mobility students from the UZH in exceptional situations. The chair assesses these on a case-by-case basis upon individual inquiry. The dates are the following:

Option 1: (additional exam date for mobility students) 19 December 2024, 14:00-16:00 (Room TBA)

Option 2: (regular exam date): 9 January 2025, 14:00 - 16:00 (Room SOD-1-102/104)

Please note that there will be NO distance exams for mobility students at their home university, given this additional exam.

Classes

Classes will be held on Thursdays, 14:15 – 15:45 in KOL-F-104.

Attendance in class is not mandatory for theory sessions held by Professor Keil. However, the classes have been designed with an interactive teaching approach and emphasize active learning. Please note that the exam will be partly based on material discussed only in class.

We **expect students to attend all guest lectures** as we have brought together a group of extremely experienced executives, including Pratik Yadav (Partner, BCG), Agostino Renna (Chief Commercial Officer, ISS), and Dr Marianna Zangrillo (Partner, the Next Advisors). They take time out of their busy schedule to share their experiences and insights. Students attending all three guest speaker sessions will receive a bonus of 5% of the total possible points from the final exam (provided that they pass the exam before bonus points).

Lecture Recordings

Podcasts of theory sessions will be provided. Please note that we cannot guarantee that all sessions are recorded or stored; therefore, students who do not attend sessions do so at their own risk.



Podcasts are only allowed to be consumed through the official channels and are prohibited from being redistributed.

Schedule

Thu, 19.09.2024	Course Introduction & Introduction to International Management
Thu, 26.09.2024	Political Economy and International Management
Thu, 03.10.2024	Culture and International Management
Thu, 10.10.2024	Internationalization and International Entry
Thu, 17.10.2024	International Strategy & Organization
Thu, 24.10.2024	International Operations
Thu, 31.10.2024	International Marketing
Thu, 07.11.2024	Guest Lecture: Agostino Renna, Group Chief Commercial Officer, ISS
Thu, 14.11.2024	International Finance, Accounting & Controlling
Thu, 21.11.2024	International HR
Thu, 28.11.2024	Guest Lecture: Pratik Yadav, Partner and Associate Director, BCG
Thu, 05.12.2024	Guest Lecture: Dr Marianna Zangrillo, Partner, The Next Advisors
Thu, 12.12.2024	International R&D and Corporate Social Responsibility
Thu, 19.12.2024	International Student Exam
Thu, 09.01.2025	Regular Final Exam

Please note that the exact schedule is subject to change. Any updates to the schedule will be posted on OLAT in this syllabus.

Housekeeping rules

Some basic housekeeping rules for the course. Please familiarize yourself with these rules to avoid misunderstandings:

- All questions are welcome. However, to maximize everybody's learning and minimize misunderstandings, we expect you to ask questions during the classes or by email (they will be answered by email or discussed during the following class). For administrative issues, please send an email to TA, Chaowei Zhu (see contact details below).
- We expect you to participate and contribute during the class exercises and questions. We designed the classes to allow interaction and group work to maximize your learning.



- The assessment style at the Chair in International Management is fact-based and is not based on personal networking/interaction capabilities. Therefore, all assessments will only contain your student number but no other personally identifiable information.
- All the communication at the Chair of International Management is expected to be in **English**.

Instructor and Contact Information

The instructors of the course are Professor Thomas Keil and Chaowei Zhu. For all inquiries, please contact chaowei.zhu@business.uzh.ch