



# International Management (BOEC0330)

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## Syllabus

Last updated 13<sup>th</sup> Sept 2023

### 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 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 every function that constitutes 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.

Please use this link to purchase the book from the publisher:

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

We will provide a list of exam-relevant chapters.



## Exam

**The regular final examination is scheduled on 11<sup>th</sup> Jan 2024 at 14:00 - 16:00.** The exam will be held on-site and will be based upon all the lectures and the textbook. To pass the exam at least 50% of the total points are required. Grades will be given as follows:

Less than 50% of points -> fail  
Between 50% and less than 56% of points -> 4,00  
Between 56% and less than 62% of points -> 4,25  
Between 62% and less than 68% of points -> 4,50  
Between 68% and less than 74% of points -> 4,75  
Between 74% and less than 80% of points -> 5,00  
Between 80% and less than 86% of points -> 5,25  
Between 86% and less than 92% of points -> 5,50  
Between 92% and less than 98% of points -> 5,75  
98-100% of points -> 6,00

## Alternative date for Exchange Students (Please note this applies **ONLY** to exchange students)

Given the number of exchange students commonly enrolled in this course, many of which are likely to return to their home country before the January exam session, we will allow **exchange students to take the final exam on 21<sup>st</sup> Dec 2023, here at the University of Zurich**. Exchange students can, therefore, choose between the two alternative dates for writing the final exam. The dates are the following:

Option 1: (additional exam date for exchange students only) 21<sup>st</sup> Dec 2023 14:00-16:00 (Room TBA)  
Option 2 (regular exam date): 11<sup>th</sup> Jan 2024, 14:00-16:00 (Room KOL-F-101)

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

## Classes

Classes will be held on Thursdays, 14:15 – 15:45 in KOL-G-204. A podcast of 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.

Thu, 21.09.2023	Course Introduction & Introduction to International Management
Thu, 28.09.2023	Political Economy and International Management
Thu, 05.10.2023	Culture and International Management
Thu, 12.10.2023	Internationalization and International Entry
Thu, 19.10.2023	Guest Lecture: Peter Trinkl, Partner, Sebastian & Partner AG
Thu, 26.10.2023	International Strategy & Organization
Thu, 02.11.2023	Guest Lecture: Marianna Zangrillo, Chief Procurement Officer, idverde



Thu, 09.11.2023	Global Operations, Global Supply Chain Management
Thu, 16.11.2023	International Marketing
Thu, 23.11.2023	International Finance, Accounting & Controlling
Thu, 30.11.2023	International HR
Thu, 07.12.2023	Guest Lecture: Agostino Renna, Group Chief Commercial Officer, ISS
Thu, 14.12.2023	International R&D and Course Review
Thu, 21.12.2023	International Student Exam
Thu, 11.01.2024	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:

- Attendance of the theory sessions is not mandatory; **attendance of the guest speaker sessions is strongly recommended, and students taking part in all guest lecture sessions receive 5% bonus points in their exam.** This bonus is conditional on passing the exam. Please note that the exam will be, at least, partly based on material only discussed in class, including the guest speaker classes.
- 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 Gian-Luca Asquini (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.

### Lecture Recordings

Classes will be recorded and published on OLAT based on technical possibilities.

### Instructor and Contact Information

The instructors of the course are Professor Thomas Keil and Gian-Luca Asquini. For all inquiries, please contact [gian-luca.asquini@business.uzh.ch](mailto:gian-luca.asquini@business.uzh.ch)