

1227 International Management theoretical classes - Spring 2025 (version 24Apr2025)

Week	Date	Topic	Required readings (see Moodle for links to PDF files)	Recommended readings (available at Nova SBE library)
Course segment I (W1-W4): Management in the global context				
W1	Feb 4, Tue	Course overview	Course syllabus	“Semiglobalization and Strategy” (Chapter from Ghemawat “Redefining Global Strategy”)
	Feb 7, Fri	National borders in the age of (de)globalization		
W2	Feb 11, Tue	Global product markets	“Streaming the Future: Netflix’s Global Expansion” (UV case)	“Globalization” (Chapter from Hill “International Business”) “The State of Globalization in 2019” (HBR article)
	Feb 14, Fri	Case analysis		
W3	Feb 18, Tue	National cultures and management	“Big Hit Entertainment and BTS: K-Pop Reaches for a Global Breakthrough” (UHK case)	“The Meanings and Dimensions of Culture” (Chapter from Luthans & Doh “International Management”)
	Feb 21, Fri	Case analysis		
W4	Feb 25, Tue	How institutions affect business across countries	“Harley Davidson 2018” (TB case)	“Differences across Countries” (Chapter from Ghemawat “Redefining Global Strategy”)
	Feb 28, Fri	Case analysis		
Course segment II (W5-W8): Firms expanding operations abroad				
Mar 4, Tue No class (Carnival)				
W5	Mar 7, Fri	Case analysis	“Logoplaste” (HBS case)	“Managing Differences” (HBR article)
	Mar 11, Tue	Why firms go abroad		
W6	Mar 14, Fri	Case analysis	“Time Out” (HBS case)	“Global Production...” (Chapter from Hill “International Business”)
	Mar 18, Tue	Global distribution of firms’ activities		
Mar 21, Fri No class (exam period for T3 courses)				
Mar 25, Tue No class (exam period for T3 courses)				
Mar 28, Fri No class (rest period after T3 exams)				

W7	Apr 1, Tue	Entering foreign markets	“Walmart around the World” (HBS case)	“Entry Strategy...” or “Entering ... Markets” (Chapter title varies for different editions of Hill “International Business”)
	Apr 4, Fri	Case analysis		
W8	Apr 8, Tue	Executing global strategies	“Emirates Airlines” (HBS case)	“The Organization of International Business” (Chapter from Hill “International Business”)
	Apr 11, Fri	Case analysis		
Course segment III (W9-W12): Cross-national differences in management practices				
W9	Apr 15, Tue	Work motivation and HRM across countries		“Motivation across Cultures” (Chapter from Luthans & Doh “International Management”)
	Apr 18, Fri	No class (Good Friday)		
	Apr 22, Tue	Case analysis	“LG Display Wroclaw” (NTU case)	
	Apr 25, Fri	No class (Dia da Liberdade)		
W10	Apr 29, Tue	Corporate governance across countries	“Chinese FDI in Europe” (MERICS report available on Moodle)	“Comparative Corporate Governance” (Chapter by Haxhi available on Moodle)
	May 2, Fri	Case analysis		
W11	May 6, Tue	Innovation and entrepreneurship across countries	“Fostering Productive Entrepreneurship Communities” (Endeavor report available on Moodle)	“Entrepreneurial Ecosystems around the Globe and Company Growth Dynamics” (World Economic Forum report available on Moodle)
	May 9, Fri	Case analysis		
W12	May 12, Mon	CSR across countries	“Global Sourcing at Nike” (HBS case)	“Ethics, Social Responsibility, and Sustainability” (Chapter from Luthans & Doh “International Management”)
	May 16, Fri	Case analysis		
	May 26, Mon	Exam		

References for recommended book chapters:

Ghemawat, P. “Redefining global strategy” HBS press, 1st or subsequent editions

Hill, C. “International business: Competing in the global marketplace” McGraw-Hill, 8th or subsequent editions

Luthans, F., Doh, J. “International management: Culture, strategy, and behavior.” McGraw-Hill, 10th or subsequent editions

References for recommended journal articles:

Ghemawat, P. “Managing differences: The central challenge of global strategy” *Harvard Business Review*, March 2007.

Ghemawat, P., Altman, S. “The State of globalization in 2019, and what it means for strategists” *Harvard Business Review*, February 2019.