

---

# Culture and Organization of International Business

**Professor:** Tomislav Rimac

**E-mail:** tomislav.rimac@esci.upf.edu

**Office hours:** Tuesdays, 15:30 – 16:30 (ESCI – 3<sup>rd</sup> floor)

**Course Type:** Compulsory

**Credits:** 3 ECTS

**Term:** 1<sup>st</sup>

---

## Course Description

Culture and Organization of International Business course focuses on individuals and organizations operating in an international context. The aim of the course is to enable students to properly analyze and understand opportunities and challenges that individuals and organizations face operating internationally and dealing with their international counterparts in the home markets. In other words, the course's objective is to answer the most fundamental questions in international business management: *what determines the international success and failure of organizations? and; what are the factors that lead to business excellence of organizations operating internationally?*

To answer these questions, in this course we study how to create, foster and manage international organizations in which people thrive and perform at their best. Our assumption is that individual and team thriving is the key to organizational excellence. The challenge in managing from this perspective is how do you architect contexts (jobs, organizational cultures, structures, processes) that enable individuals and teams to thrive? The challenge at a more personal level is how do you find and/or create a context in which you can thrive and manage at your best? Thus, the course maintains dual focus: 1) on your role as manager, designing and enabling contexts where others can thrive; and 2) on your personal quest to find and create contexts where you flourish and perform at your best.

## MSc in International Business

The course places special attention upon different tools and analytic competences available to various managerial roles when doing business internationally. It aims to balance theoretical and practical approaches. While the theoretical part concentrates upon relevant theories, models, and tools relevant for multinational organizations, the practical part focuses on building insights from real life situations and on providing opportunities to apply theoretical knowledge. Students are expected to adopt a bird's-eye-view perspective and pay attention to both theoretical and practical aspects of the subject.

## Objectives

After successful completion of the course the students should have:

- a. An awareness of how culture - at different levels - impact organizational decision-making processes and outcomes
- b. Deep understanding of how different factors such as motivation, informal institutions and resilience impact individual and team effectiveness in an international context
- c. An in-depth knowledge of analytical frameworks used in the screening of national markets (defining the key factors in the organization's internationalization process by evaluating the international business environment, stressing particularly the economic and cultural dimensions)
- d. An enhanced understanding of what determines the success and failure of organizations around the globe
- e. An ability to invoke different management theories (e.g., resource-based view, and stakeholder theory) to understand organizational performance
- f. An understanding of the "other side" of international business, namely, local organizations that often compete and/or collaborate with foreign entrants, especially in emerging economies
- g. An ability to recognize the tensions in adopting a global standardized action as opposed to a locally responsive action in international management and relate these to the overall corporate strategy of companies
- h. A disposition to consider ethical and social responsibility issues in the development and implementation of an international management strategy

Co-dependences with other MScIB courses:

## MSc in International Business

The knowledge and competences acquired in this course serve as fundamentals upon which you will continue to build in 'International Business Strategy' and 'International HR Management' 2<sup>nd</sup> term courses and 'Management Skills, Communication and Negotiation Techniques' and 'Business Game – Simulation of Strategic Decisions' 3<sup>rd</sup> term courses. Finally, this course will provide a tool set you are expected to apply in your master thesis.

### Contents:

- I. Fundamentals of Strategic Management
  - a. Understanding value, value creation and value capturing
  - b. Strategy diamond
  - c. Internal view of strategy (RBV, VRIO)
  - d. External view of strategy (5-Forces)
  - e. Institutional view of strategy
  - f. Diversification and corporate strategy
- II. Selecting Markets and Internationalization Tools
  - a. The CAGE distance framework
  - b. The AAA framework
  - c. The ADDING value scorecard
  - d. Porter's diamond of national competitive advantage
- III. Rethinking international business for the digital age
  - a. The five domains of digital transformation
  - b. Turning data into assets
  - c. Innovating by rapid experimentation
- IV. Networks, platforms, and business models
  - a. Business model canvas
  - b. Blue-ocean strategy and value curves
  - c. Digital platform-based business models
- V. Organizational Structure and Design
  - a. Elements of organizational structures and design
  - b. Multinational corporations
  - c. Creating and managing organizational alignment
- VI. Control Systems in International Business
  - a. Balanced score card

### **MSc in International Business**

- VII. Culture
  - a. What is culture and how does it manifest itself - a multi-level view of culture
  - b. Cultural mind-set and assimilation to a cultural framework
  - c. Culture mixing and its cognitive and attitudinal consequences
  - d. Globalization, culture, and brands
  - e. Culture and acquisitions, merger, and joint ventures
  - f. Culture and management of cross-functional processes
  - g. The GLOBE study of leadership
  - h. Schwartz' value theory
- VIII. Change Management
  - a. Kotter 8-step model for leading organizational change
  - b. Resilience
- IX. Individuals, Teams and Organizations
  - a. Essential motivational theories
  - b. Design and management of high-performance teams
- X. Positive Social Change and Shared Value Creation
  - a. Strategies for sustainable development
  - b. Alternative modes of organizing (social enterprises, cooperatives, B-corp, community enterprises)
  - c. Sustainability directed business models

## Methodology

In this class, we will take an active learning approach. This approach requires students to prepare for the class EVERY time. In other words, you should watch the assigned video presentations, read assigned readings, think about the issues raised in the assigned presentations and readings, and be prepared to contribute to the class discussion. As your professor, my primary role is to facilitate the learning process. While you will have formal lectures, the main learning will be achieved through case and article preparations, class discussions, and work on assignments.

## MSc in International Business

The course is composed of a mixture of theory classes, case and article analyses and discussions, web-based simulations, and individual and group project work. All class material will be available in English only. Students will be provided with the cases, video presentations, readings, exercises, and lectures before the class via the Intranet site.

#### Theory classes:

The objective of theory classes is to understand main issues related to cultural and organizational issues in international context and consider all relevant elements in developing and implementing effective international strategies and organizational policies. For each topic, I will provide a set of Power Point slides. These slides will be posted on Intranet ahead of the class. **While we will not discuss every single slide or spend equal time on each slide, you are expected to know all material covered in the slides.**

#### Cases:

The objective of case discussions and analyses is to develop the necessary abilities to apply previously acquired concepts to specific situation. The case studies put you in the shoes of a decision maker, i.e., you have to perform the appropriate analysis and then make a recommendation. In addition to allowing you to study course topics, you benefit by improving your problem-solving ability, your ability to think on your feet and move others towards your point of view.

A case-study course involves continuous student-to-student and student-to-professor discussion. Much of the learning occurs during the class, as students work through what they prepared in advance, ask questions about it, and improve on it. To get the most out of the class you must prepare conscientiously and participate actively in class discussions. Failure to participate robs others of your perspective and increases the chances that the discussion will not be relevant to your interest and abilities. So please participate actively.

What makes a conscientious case preparation? Read the case thoroughly; identify the principal issues to be addressed in the case; attempt to analyze these issues using your common sense and any appropriate tools or techniques; and note any action recommendations implied by your analysis. Alternatively, if you find yourself

hitting a roadblock, try to articulate what your problem is. Oftentimes, identifying roadblocks is as valuable as a complete analysis.

For each case assigned, I will provide one or more preparation questions. The questions play several roles depending on the case. Usually the questions are simply to help you get started on your analysis. You should not feel constrained by them nor should you assume that answering all preparation questions necessarily constitutes a complete analysis. My general advice is always to read the preparation questions, but do not feel overly constrained by them.

I tend to vacillate between asking for volunteers and calling on individuals. If you are not prepared, please notify me before the class, and we can both avoid some embarrassment. If you have read the case, spent time thinking of the questions and problems, but still feel unsure of your opinions, count yourself prepared. **If you have made the effort, you should never feel embarrassed by the result.**

While for the midterm and the final exam you do not need to know details about the case, you should know the principal learning from the cases and you should be able to use frameworks and tools introduced or used during the case discussion.

#### Video presentations:

Video presentations will introduce specific topic and models which we will use during our classes, especially during case discussions. Your knowledge of the concepts covered in the video presentations will be tested in the midterm exam and the final exam.

#### Academic and practitioner articles:

Articles provide additional clarification of the topics that we will cover in this class. In addition, frequently, they will provide the latest thinking about specific issues and will enable you to further study topics if you so desire. My suggestion is to make a one-page summary of each article once you read it. Your knowledge of the concepts covered in the articles will be tested in the midterm exam and the final exam.

#### News articles and professional papers:

### MSc in International Business

The objective of article discussions is to develop the ability to analyze current issues in International Management as well as to keep abreast of the recent socio-economic developments and link them to the class material. While the course outline, provided at the end of this document, lists required articles, additional articles from various relevant sources (e.g., The Economist) will be posted on Aula and will serve to initiate discussions either in the classroom or on the Intranet site.

#### Simulations:

You will play two web simulations outside of the classroom. The purpose of these exercises is to sharpen your analytical skills and apply and further your knowledge of the concepts introduced in the course in a “real-life” situation. The simulations are mandatory. Your team members will evaluate your contribution at the end of the course.

#### Individual and group project work:

Individual and group assignments in this course are combined. For all group assignments you will have to complete an individual activity to be able to accomplish a group task.

Working on these assignments should:

- Allow you to practice the concepts covered in class in order to help you learn and understand them better, prepare for the final exam, start with your master thesis work earlier, and work more efficiently as a team
- Motivate you to learn more about specific industries and sectors
- Sharpen your analytical skills
- Help you to become better in dealing with ambiguity
- Encourage you to learn how to make recommendations and how to justify your opinions
- Improve your group working skills
- Give you an opportunity to improve your written and spoken English

#### Number of hours and credits committed per type of activity:

### **MSc in International Business**

Activity	Hours	Credits
<b>Directed and/or supervised</b>		
Theory classes	10	0.40
Case analyses	7	0.28
Article discussions	5	0.20
In-class exercises	7	0.28
Midterm exam	1	0.04
<b>TOTAL</b>	<b>30 hours</b>	<b>1.2</b>
<b>Autonomous</b>		
Case preparations	7	0.28
Article preparations	8	0.32
Video cases	2	0.08
Video presentations	6	0.24
Simulations	4	0.16
Assignments	5	0.2
Midterm exam preparation	5	0.2
Final exam preparation	8	0.32
<b>TOTAL</b>	<b>45 hours</b>	<b>1.8</b>

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to a hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

## Evaluation criteria

### Regular Term Evaluation

During the regular term you will be evaluated as indicated in the table below.

Assessment elements	Frequency	Minimum grade required	Assessment agent			Type of activity	Grouping		Weight (%)
			Prof	Self	360°		Solo	Group (#)	
<b>CONTINUOUS EVALUATION</b> Minimum 40% required on weighted average continuous evaluation grade to be allowed to take the final exam and pass the course. Continuous evaluation elements cannot be recuperated or compensated for.									
Midterm Exam	1	N/A	X			Application	X		10%
Group Assignments	2	N/A	X	X	X	Analysis and application		2-4/group	30% Assignment 1 – 20%

## MSc in International Business

Note: This document is for informational purposes only. Course contents and faculty may change.

									Assignment 2 – 10%
Simulations	2	N/A	X	X	X	Analysis and application		2-4/group	20% Simulation 1 – 10% Simulation 2 – 10%
<b>FINAL EXAM (Minimum 40% required to pass the course)</b>									
Final Exam	1	Min. 40%	X			Synthesis	X		40%
<b>BONUS EVALUATION (default 0%, maximum 10%)</b>									
Participation Bonus Credit	Ongoing	N/A	X	X	X	Analysis and application	X		≤10% bonus

- a. Each assessment element (the first column) is scored with a grade between 0 and 10 with one decimal point precision. Zero is the lowest grade and ten is the highest grade.
- b. The final grade for the course is calculated as a weighted average by adding grades obtained in each element multiplied by their assigned weights (the last column).
- c. The final grade of the course is reported on the scale from 0 to 10 with one decimal point precision. The course will be considered as “passed” if the final grade is equal to or greater than 5.0 (50%).
- d. In addition to numeric final grades, students are also given descriptive grades:
  - No presentat (‘no show’)
  - 0.0 – 4.9 Suspès (‘fail’)
  - 5.0 – 6.9 Aprovat (‘pass’)
  - 7.0 – 8.9 Notable (‘pass with merits’)
  - 9.0 – 10.0 Excel.lent (‘excellent’)
  - Matricula d’Honor (‘honors’)
- e. The highest numeric course grade does not automatically imply an ‘honors’ grade. The ‘honors’ grade is a subjective evaluation of overall student’s contribution and work during the term.
- f. ‘Frequency’ column in the table indicates the number of times assessment element is evaluated during the term.
- g. The “Minimum Grade Required” column indicates if an assessment element has a minimum required grade. If an assessment element has no minimum grade required, a student can get zero grade in this element, and if other criteria are fulfilled, the student can obtain a passing grade for the course.

- h. To be allowed to take the final exam, the continuous evaluation grade (midterm exam + group assignments + simulations) must be 4.0 or greater. If this condition is not met, a student will not be allowed to take the final exam and the continuous evaluation grades becomes the final course grade.
- i. Students must take the final exam. If a student does not take the final exam, the final course grade will be recorded as “No presentat” (“No show”), irrespective of other course grades.
- j. In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.
- k. Students need to obtain a **minimum of 4 in the final exam** to pass the course. This condition applies to both the regular exam and the retake exam. The final course grade of students that do not obtain a minimum of 4 in the exam will be the minimum between the final exam grade and the final grade computed from the different evaluation elements (with the weights set above).
- l. There will be neither individual make-up work nor extra credit work assigned if a student fails any of obligatory grading elements, is unable to attend the final exam or the midterm exam, or if a student obtains a grade below expectations.
- m. No assignments are accepted after deadline without previous approval. Late assignments will be graded with grade zero.
- n. All students in a group receive the same grade for any group work. However, during the final exam, students will be able to perform a peer evaluation that will be used to adjust group grades for individuals who have contributed more than their fair share of work (their grades will be higher than the grade given to the rest of the group members) and those who didn’t contribute their fair share of work (their grades will be lower than the grade given to the rest of the group members). Thus, it is possible that a group obtains a high grade while one of its members obtains a low grade, including zero.

### MSc in International Business

Note: This document is for informational purposes only. Course contents and faculty may change.

- o. Students are required to attend 80% of classes (16 out of 20 sessions). Failing to do so without justified reason will imply a zero grade in the participation bonus grade (irrespective of the participation levels during the attended classes) and may lead to suspension from the program.
- p. Participation in this course is evaluated as an extra credit that can contribute up to 10% of your final grade (default is zero). Thus, if you do not say a word during the class or you have irregular attendance (below 80%), your participation grade will be zero, but you still may obtain a maximum final course grade. Participation grade is based exclusively on your contribution during class discussions. My experience is that in the courses that are evaluated on the continuous basis like this one, it is hard to fail but it is also hard to obtain a very high mark. So, if you are concerned with your average grade, take this element seriously as it can compensate for losses of grades in other elements. Furthermore, do not think of this grade as an entitlement or a gift – it must be EARNED. **Do not confuse attendance with participation.** A student can have a perfect attendance record and still have zero participation mark. Some of the behaviors that contribute to effective class participation are captured in the questions that follow:
1. Is the participant a good listener?
  2. Are the points that are made relevant to the discussion? Are they linked to the comments of others?
  3. Do the comments add to our understanding of the situation?
  4. Do the comments show evidence of analysis of the case?
  5. Does the participant distinguish among different kinds of data (that is, facts, opinions, beliefs, concepts, etc.)?
  6. Is there a willingness to share?
  7. Is there a willingness to test new ideas, or are all comments "safe"? (For example, repetition of case facts without analysis and conclusions or a comment already made by a colleague.)
  8. Is the participant willing to interact with other class members?

9. Do comments clarify and highlight the important aspects of earlier comments and lead to a clearer statement of the concepts being covered?

The questions above deal with both the process of class participation and (of equal or greater concern) the content of what you say. Please trust that both quality and frequency are important, but that quantity never can make up for low quality.

#### Supplementary Evaluation

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

Students that fail the evaluation of the course will have a retake exam opportunity that will be programmed in accordance with the academic calendar. If a student has to retake the exam, his **maximal grade for the course will be a 5**.

#### Plagiarism

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

#### Summary of Important Dates

N	ACTIVITY	DUE DATE	COMMENTS
1.	Simulation 1	Monday, October 26, 2020 By 9:00 a.m.	Play period: 19/10 – 26/10/2020
2.	Midterm Exam	Monday, November 02, 2020 9:30 – 10:30	NA
3.	Group Assignment 1	Monday, November 09, 2020 By 9:00 a.m.	Activity period: 19/10 – 9/11/2020

#### MSc in International Business

Note: This document is for informational purposes only. Course contents and faculty may change.

4.	Simulation 2	Monday, November 23, 2020 By 9:00 a.m.	Play period: 16/11 – 23/11/2020
5.	Group Assignment 2	Monday, November 30, 2020 By 9:00 a.m.	Activity period: 9/11 – 30/11/2020

## Clarifying Expectations

### MY EXPECTATIONS:

***Class Preparation:*** I expect you to come to classes prepared. This includes reading of the assigned cases, articles, reviewing of the power point slides and exercises. While participation during the classes is predominantly voluntary, I also practice “cold calling”. This means that anyone can be asked to answer any question. Fear of public speaking will not be accepted as an excuse.

***Punctuality and Deadlines:*** I expect you to be on time for classes. To keep any disturbance to a minimum, **students are not allowed to enter the classroom after 10 minutes have passed from the beginning of the class.** The class will count as unjustified absence. Deadlines will always be strictly enforced, and no exceptions of any kind will be made without prior approval.

***Attendance:*** I expect you to attend classes regularly. I understand that due to unforeseen circumstances, you may be occasionally absent. If possible, please let me know in advance (copying the program administration) if you are going to be absent. Being habitually absent and/or being absent without a valid reason are a good way of losing goodwill (e.g., not performing well on class participation). Being absent does not excuse you from any deadline. It is your responsibility to ensure that I receive required material by the given deadline, in the specified format, even if you are not present. If your attendance is below 80%, your participation extra credit will be set to zero.

***Class Discipline:*** It is of utmost importance that you respect your classmates and the professor by allowing them to work and study in a professional environment.

## MSc in International Business

Note: This document is for informational purposes only. Course contents and faculty may change.

You are expected to exhibit the highest level of professionalism and courtesy in and out of class. Minimum behavioral expectations include:

- Silence your cell phones while in class
- Arrive punctually to class (if you must depart early, please find a seat closer to the door and exit in a non-disruptive manner)
- Keep private conversations to a minimum

If you are asked to leave the classroom, your attendance sheet will be marked as 'expelled' and you will be asked to meet with the program director.

#### YOUR EXPECTATIONS:

***Responsiveness and Feedback:*** You should expect that questions and concerns that you raise with me would be answered, addressed, and responded to. Besides formal feedback mechanisms feel free to write me an e-mail with any question or feedback. I will try my best to respond as speedily as I possibly can, usually with 24 hours (48 hours weekends).

If you need to talk to me, you can see me during the office hour or you can send me an e-mail requesting to meet either before or after the class and I will schedule time to talk to you. Although I am usually available before and after the class for impromptu questions and consultations, unless you previously request to meet, you need to be prepared for the possibility that I may ask you to postpone the conversation for another day due to my previously scheduled obligations.

***Punctuality:*** You should expect me to start and finish classes on time. If we need extra time to cover materials, or need to organize an extra session, I will only do so if most of the class agrees.

***Preparation and Rigor:*** You should expect the most up-to-date and rigorous materials to be covered in class.

***Guidelines and Expectations:*** For all assignments, exams, and other course materials, I will state my expectations as clearly as possible.

#### MSc in International Business

Note: This document is for informational purposes only. Course contents and faculty may change.

If either of us finds that the other party has been violating expectations, it is our duty to inform the other party as promptly, and in as fair a manner as possible.

## Calendar and Contents

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
<b>PART 1</b> Focusing on organizations: Strategic management and organizational design in international context			
1	Sep. 28 Monday 9:30– 13:00	<b>Introduction to the Course</b> <b>Fundamentals of Strategic Management (Part 1)</b>  <b>Presentation:</b> Introduction to the course  <b>Lecture I:</b> Fundamentals of strategic management - Review of basic strategic management concepts and tools - Exploring the internal, external, and institutional view of strategy  <b>Case I:</b> eHarmony (HBS 709-424) <b>Preparation Questions:</b> 1. Why do people want to meet others on-line instead of finding them in the real world? 2. How structurally attractive is the on-line personals market? 3. Does eHarmony have a competitive advantage? If so, where does it come from?	

## MSc in International Business

Note: This document is for informational purposes only. Course contents and faculty may change. **16**

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<p>4. How serious is the competitive threat to eHarmony?</p> <p>5. Which of the four options should Waldorf pursue?</p> <p><b>Article I:</b> Michael Porter, "What is strategy?" <u>Harvard Business Review</u>, November-December 1996.</p> <p><b>Article II:</b> Michael Porter, "The five competitive forces that shape strategy." <u>Harvard Business Review</u>, January 2008.</p> <p><b>Before-class to do:</b></p> <ul style="list-style-type: none"> <li>- Read and prepare Case I</li> <li>- Watch assigned Video Presentations</li> <li>- Read Articles I &amp; II</li> <li>- Review PP slides</li> </ul> <p><b>After-class to do:</b></p> <ul style="list-style-type: none"> <li>- Review and study your class notes and PP slides</li> </ul> <p><b>Relevant Book Chapters:</b></p>	

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		- Strategy: Ahlstrom - chapters 4 and 5	
2	Oct. 05 Monday 9:30-13:00	<p><b>Fundamentals of Strategic Management (Part 2)</b></p> <p><b>Lecture I:</b> Fundamentals of strategic management (continued)</p> <ul style="list-style-type: none"> <li>- Review of basic strategic management concepts and tools</li> <li>- Exploring the internal, external, and institutional views of strategy</li> </ul> <p><b>Case II:</b> ECCO A/S: Global value chain management (Ivey 908M14)</p> <p><b>Preparation Questions:</b></p> <ol style="list-style-type: none"> <li>1. Describe the competitive environment of ECCO and determine how well ECCO is positioned (vis-à-vis the competitors) to take advantage of changes in the industry.</li> <li>2. Analyse ECCO's global value chain. How well does this configuration match the drivers in the industry?</li> <li>3. ECCO has a fully integrated vertical value chain. What are the pros and cons of this strategy? What economic and strategic factors should be analysed to answer this question?</li> <li>4. Is ECCO following the inside-out or outside-in strategic perspective? What are the implications of this choice and how can ECCO increase their sales/marketing efforts?</li> <li>5. How is family ownership affecting ECCO? Comment on the corporate ownership structure and its implications for strategy-making and implementation. What alternatives exist?</li> </ol> <p><b>Before-class to do:</b></p>	

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<ul style="list-style-type: none"> <li>- Read and prepare Case II</li> <li>- Watch assigned Video Presentations</li> <li>- Review PP slides</li> </ul> <p><b>After-class to do:</b></p> <ul style="list-style-type: none"> <li>- Review and study PP slides and your class notes</li> </ul> <p><b>Relevant Book Chapters:</b></p> <ul style="list-style-type: none"> <li>- Strategy: Ahlstrom - chapters 4 and 5</li> </ul>	
3	<p><b>TBC</b>  <b>Oct. 13</b>  <b>Tuesday</b>  <b>16:00-</b>  <b>19:30</b></p>	<p><b>Evaluating Internationalization Opportunities</b></p> <p><b>Lecture II: Evaluating internationalization opportunities</b></p> <ul style="list-style-type: none"> <li>- International strategy tools (CAGE Framework, ADDING Value Scorecard, AAA Triangle Framework, Porter's Diamond of National Competitive Advantage)</li> </ul> <p><b>Case III: Tricon Restaurants International: Globalization re-examined (HBS 700-030)</b></p> <p><b>Preparation Questions:</b></p> <ol style="list-style-type: none"> <li>1. What kinds of differences between countries are salient in the global fast food industry?</li> <li>2. How have cross-border competitors in fast food dealt with differences across countries?</li> </ol>	

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<p>3. Does Tricon's decision to focus on 10 key equity markets make sense?</p> <p>4. Which markets should Tricon select?</p> <p>5. How about the decision to standardize to a greater extent? If you were a large franchisee, how would you feel about this?</p> <p>6. Does it make sense for TRI to reposition in China the way its local management team is proposing?</p> <p>7. Given your diagnosis of the situation, what other recommendations Pete Bassi ought to be making to the CEO of Tricon Global Restaurants, Pearson, and President, David Novak?</p> <p><b>Article III:</b> Pankaj Ghemawat, "Differences across countries: The CAGE distance framework" in <u>Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter</u>, Harvard Business School Press, (HBS book chapter 2619BC)</p> <p><b>Article IV:</b> Pankaj Ghemawat, "Global Value Creation: The ADDING Value Scorecard" in <u>Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter</u>, Harvard Business School Press, (HBS book chapter 2619BC)</p> <p><b>Before-class to do:</b></p> <ul style="list-style-type: none"> <li>- Read and prepare Case III</li> <li>- Watch assigned Video Presentations</li> <li>- Read Articles III and IV</li> <li>- Review PP slides</li> </ul>	

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<b>After-class to do:</b> - Review and study PP slides and your class notes	
4	Oct. 19 Monday 9:30- 13:00	<b>Business Models for International Business in the Digital Age (Part 1)</b> <b>Strategy Implementation</b> (***) out-of-the classroom individual and group work)  <b>Lecture III: Business models</b> - Elements of business models & business model canvas. Blue ocean strategy and value curve. <b>Lecture IV: The digital transformation of international business</b> - Networks and platforms – architecture, disruption, monetization, openness, governance, metrics, strategy, and policy  <b>Case IV: Uber vs. Didi: The Race for China's Ride-hailing Market (IN1306)</b> <b>Preparation Questions:</b> 1. How attractive was the taxi industry (before Uber and other ride-hailing players entered the market)? 2. What is Uber's value innovation? How did it create a blue ocean? 3. How does creating and maintaining competitive advantages in a platform business like Uber's differ from a vertical chain business like a taxi company? 4. What should Uber do regarding its surge pricing model? Would you keep the surge pricing model? Why/why not? 5. a) Comparing the screenshots of Uber's and Didi's App interface (Exhibit 12 of the case), would you agree that Didi	<b>During the week – prepare and play Simulation 1</b>  <b>All tasks must be finished by Monday, October 26, 2020 by 09:00 a.m.</b>  This simulation will be played in groups of 3 students, after the class and at the time mutually

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<p>needs to be more focused on its servicing offerings, instead of over-diversification? Why / why not?</p> <p>b) Would you agree with Uber’s argument that advanced booking is not an efficient business model in the ride-hailing market (page 12 of the case)? Why / why not?</p> <p>6. What is the competitive advantage of Uber? How transferable is Uber’s competitive advantage to an emerging market such as China?</p> <p>7. What is Didi’s competitive advantage in China?</p> <p><b>Article V:</b> Thomas R. Eisenmann, “Platform-Mediated Networks: Definitions and Core Concepts” <u>Harvard Business School Module Note 807-049</u>, October 2007.</p> <p><b>Video Case I:</b> Grameen Danone</p> <p><b>Before-class to do:</b></p> <ul style="list-style-type: none"> <li>- Read and prepare Case IV</li> <li>- Watch assigned Video Presentations</li> <li>- Watch Video Case I</li> <li>- Read Article V</li> </ul> <p><b>After-class to do:</b></p> <ul style="list-style-type: none"> <li>- Review and study PP slides and your class notes</li> </ul>	<p>agreed by 3 group members.</p>

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<ul style="list-style-type: none"> <li>- Work on the Group Assignment I</li> <li>- Read Article VI</li> <li>- Work on the Simulation I</li> </ul> <p><b>Relevant Book Chapters:</b></p> <ul style="list-style-type: none"> <li>- Osterwalder &amp; Pigneur (business model canvas); Parker et al. (networks and platforms)</li> </ul> <p><b>During the week, in preparation for the Simulation 1:</b></p> <p><b>Simulation 1:</b> Strategy Simulation: Balanced Scorecard (114701-HTM-ENG)</p> <p><b>Article VI:</b> Robert Simons, "Building a Balanced Scorecard." <a href="#">Harvard Business School Module Note</a> 117-109, November 2016. (revised March 2018)</p>	
5	Oct. 26 Monday 9:30- 13:00	<p><b>Business Models for International Business in the Digital Age (Part 2)</b></p> <p><b>Organizational Design and Structure</b></p> <p><b>Lecture IV:</b> The digital transformation of international business (continued)</p> <ul style="list-style-type: none"> <li>- Networks and platforms – architecture, disruption, monetization, openness, governance, metrics, strategy, and policy</li> </ul>	

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<p><b>Lecture V: Organizational design, form, and structure</b></p> <ul style="list-style-type: none"> <li>- Elements of an organizational structure; Organizational structure in international business; Multinational corporations</li> </ul> <p><b>Case V: Procter Gamble: Organization 2005 (A) (HBS 707-519)</b></p> <p><b>Preparation Questions:</b></p> <ol style="list-style-type: none"> <li>1. Why did the US organizational structure shift from product grouping in the 1950s to a matrix in the 1980s?</li> <li>2. Why did the European organizational structure shift from geographic grouping in the 1950s to category management in the 1980s?</li> <li>3. Why were the two structures integrated into a global cube in the 1990s?</li> <li>4. What are the key distinguishing features of Organization 2005? Why did P&amp;G adopt this structure?</li> <li>5. Should Lafley make a strong commitment to keeping Organization 2005 or should he plan to dismantle the structure?</li> </ol> <p><b>Before-class to do:</b></p> <ul style="list-style-type: none"> <li>- Read and prepare Case V</li> <li>- Watch assigned Video Presentations</li> <li>- Review PP slides</li> </ul> <p><b>After-class to do:</b></p> <ul style="list-style-type: none"> <li>- Review and study PP slides and your class notes</li> <li>- Prepare Midterm Exam</li> </ul>	

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<b>Relevant Book Chapters:</b> Robins – chapter 15; Ahlstrom – chapter 13	
<b>PART 2</b> Focusing on culture and individuals in organizations			
6	Nov. 02 Monday 9:30- 13:00	<b>Midterm Exam</b> <b>Culture across Organizational Levels and Geography (Part1)</b>  <b>Lecture VI:</b> A dynamic and multi-level perspective of culture  <b>Article VII:</b> Rimal, T., Mair, J., and Battilana, J. 2012. "Social Entrepreneurs, Socialization Processes, and Social Change: The Case of Sekem." In K. Golden-Biddle and J. E. Dutton, (Eds). <u>Using a Positive Lens to Explore Social Change and Organizations: Building a Theoretical and Research Foundation</u> . Routledge, Taylor & Francis Group, New York: 71-90.  <b>Before-class to do:</b> - Read Article VII	<b>Midterm Exam:</b> <b>First 60 minutes of the class</b>  The midterm exam will be an on-line exam - multiple choice, and true/false type questions. The midterm exam cannot be done outside of the assigned time. The midterm exam is offered only once and cannot be compensated by other type of work.

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<ul style="list-style-type: none"> <li>- Review PP slides</li> </ul> <p><b>After-class to do:</b></p> <ul style="list-style-type: none"> <li>- Review and study PP slides and your class notes</li> </ul> <p><b>Relevant Book Chapters:</b>            Culture: Robins – chapter 16; Ahlstrom – chapter 2</p>	
7	Nov. 09 Monday 9:30-13:00	<p><b>Culture: Across Organizational Levels and Geography (Part2)</b>  <b>Inspiring and Motivating Individuals</b></p> <p><b>Lecture VI:</b> A dynamic and multi-level perspective of culture (continued)  <b>Lecture VII:</b> Motivation</p> <p><b>Article VIII:</b> Mansour Javidan, Peter W. Dorfman, Mary Sully de Luque, and Robert J. House, "In the eye of beholder: Cross cultural lessons in leadership from project GLOBE", <i>Academy of Management Perspective</i>, February 2006</p>	<p><b>Group Assignment I: submission deadline - Monday, November 09, 2020 by 09:00 a.m.</b></p>

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<p><b>Article IX:</b> Frederick Herzberg, "One more time: How do you motivate employees?" <u>Harvard Business Review</u>, January 2003.</p> <p><b>Article X:</b> Peter Drucker, "Managing oneself", <u>Harvard Business Review</u>, January 2005.</p> <p><b>Before-class to do:</b></p> <ul style="list-style-type: none"> <li>- Read Articles VIII, IX, and X</li> <li>- Watch assigned Video Presentations</li> <li>- Review PP slides</li> </ul> <p><b>After-class to do:</b></p> <ul style="list-style-type: none"> <li>- Review and study PP slides and your class notes</li> </ul> <p><b>Relevant Book Chapters:</b></p> <ul style="list-style-type: none"> <li>- Motivation: Robins – chapters 7 and 8; Ahlstrom – chapter 7</li> </ul>	
8	Nov. 16 Monday	<p><b>Managing Change. Power and Resilience.</b></p> <p><b>Lecture VIII:</b> Managing change &amp; resilience</p>	<p><b>Simulation II: All tasks must be finished by</b></p>

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
	9:30-13:00	<p><b>Lecture IX: Power and Resilience</b></p> <p><b>Case VI: Unilever’s Lifebuoy in India: Implementing the Sustainability Plan (HBS 914-417)</b></p> <p><b>Preparation Questions:</b></p> <ol style="list-style-type: none"> <li>1. How would you evaluate Samir Singh’s first three years as Global Brand VP for Lifebuoy soap? How difficult was the situation he inherited? How effective has he been in dealing with those challenges? Where has he fallen short?</li> <li>2. What do you think of Paul Polman’s USLP strategy? How realistic is it to overlay USLP’s bold sustainability goals over financial objectives? What implications does it have for middle managers like Singh and frontline managers like Sitapati?</li> <li>3. As Sitapati, what decision would you make regarding the three handwashing behavior change programs that have been proposed? What risks and benefits are associated with each?</li> <li>4. As Singh, what action, if any, would you take to influence Sitapati’s decision? What would you do if he chooses not to implement either of your preferred Jakarta models?</li> </ol> <p><b>Article XI:</b> John P. Kotter, “Leading change: Why transformation efforts fail,” <u>Harvard Business Review</u>, January 2007.</p> <p><b>Article XII:</b> Herminia Ibarra and Mark Hunter, “How leaders create and use networks”, <u>Harvard Business Review</u>, January 2007.</p>	<p><b>Monday, November 23, 2020 by 09:00 a.m.</b></p> <p>This simulation will be played in groups of 3 students, after the class and at the time mutually agreed by 3 group members.</p>

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<p><b>Article XIII:</b> Diane L. Coutu, "How resilience works," <u>Harvard Business Review</u>, May 2002.</p> <p><b>Simulation II:</b> Change Management Simulation: Power and Influence v3 (HBS 7611-HTM-ENG)</p> <p><b>Before-class to do:</b></p> <ul style="list-style-type: none"> <li>- Read Case VI</li> <li>- Watch assigned Video Presentations</li> <li>- Read Articles XI, XII, and XIII</li> <li>- Review PP slides</li> </ul> <p><b>After-class to do:</b></p> <ul style="list-style-type: none"> <li>- Review and study PP slides and your class notes</li> <li>- Work on the Simulation II</li> </ul> <p><b>Relevant Book Chapters:</b></p> <p>Power: Robins – chapter 13; Change Management: Robins – chapter 18.</p>	

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
9	Nov. 23 Monday 9:30- 13:00	<p><b>Fostering Excellence Through High Performance Teams</b></p> <p><b>Lecture X: Teams</b></p> <p><b>Case VII: Taran Swan at Nickelodeon Latin America (A) (HBS 400-036)</b></p> <p><b>Preparation Questions:</b></p> <ol style="list-style-type: none"> <li>1. Evaluate Swan as a team leader. What are her strengths and weaknesses?</li> <li>2. How effective is the team? Justify your assessment.</li> <li>3. Should she appoint an interim director?</li> <li>4. Describe the culture in Nickelodeon Latin America. Be specific.</li> <li>5. How did Swan go about building that culture? (Consider the interrelationships among Nickelodeon Latin America's context, design factors, culture, and outcomes)</li> </ol> <p><b>Article XIV:</b> Jeanne Brett, Krsitin Behfar, and Mary C. Kern, "Managing multicultural teams", <u>Harvard Business Review</u>, November 2006.</p> <p><b>Article XV:</b> Alex "sandy" Petland, "The new science of building great teams" <u>Harvard Business Review</u>, April 2012.</p>	

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<p><b>Video Case II: IDEO</b></p> <p><b>Before-class to do:</b></p> <ul style="list-style-type: none"> <li>- Read and prepare Case VII</li> <li>- Watch assigned Video Presentations</li> <li>- Read Articles XIV and XV</li> <li>- Watch Video Case II</li> </ul> <p><b>After-class to do:</b></p> <ul style="list-style-type: none"> <li>- Review and study PP slides and your class notes</li> <li>- Work on the Group Assignment II</li> <li>- Work on the thesis project</li> </ul> <p><b>Relevant Book Chapters:</b></p> <p>Teams: Robins – chapters 9 and 10</p>	
10	Nov. 30 Monday 9:30-13:00	<p><b>Individuals and Organizations Working Towards Positive Social Change</b></p> <p><b>Lecture XI: Businesses creating positive social change</b></p>	<p><b>Group Assignment II: submission deadline -</b></p>

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<p><b>Video Case III:</b> Sekem</p> <p><b>Video Case IV:</b> Aravind Eye Hospital</p> <p><b>Article XVI:</b> Michael E. Porter and Mark R. Kramer, "Creating shared value: How to reinvent capitalism and unleash a wave of innovation and growth", <u>Harvard Business Review</u>, January-February 2011. (CP)</p> <p><b>Article XVII:</b> Henry Mintzberg, Robert Simons, and Kunal Basu, "Beyond Selfishness", <u>MIT Sloan Management Review</u>, Fall 2002, Vol. 44, No.1 (CP)</p> <p><b>Before-class to do:</b></p> <ul style="list-style-type: none"> <li>- Read Articles XVI and XVII</li> <li>- Watch Video Case III and IV</li> <li>- Review PP slides</li> </ul>	<p><b>Monday,</b>  <b>November 30,</b>  <b>2020 by 09:00 a.m.</b>          - Strengths Finder          and team building          exercises</p>

TENTATIVE CLASS SCHEDULE			
Week	Date	Topics and required readings	Important Activity
		<b>After-class to do:</b> - Review and study PP slides and your class notes	
11	Topics  <b>Exam date to be confirmed</b>	<b>FINAL EXAM</b>  <b>Before-exam to do:</b> Review and study PP slides, your class notes, articles, and cases	<b>Compulsory Final Exam</b>

## Reading Materials/ Bibliography/Resources

### Course pack:

- Teaching cases
- Articles
- Video presentations
- Power point slides
- Access to the simulations
- Access to the StrengthsFinder

You are required to read all assigned cases and articles that are distributed to you in the course pack. In the Tentative Class Schedule section, you may find a detailed schedule that specifies cases and articles you are required to read for each class.

### Basic bibliography:

- Ahlstrom, D. and Bruton, G. D. (2010). **International Management: Strategy and Culture in the Emerging World** (1<sup>st</sup> ed.). South Western Cengage Learning.
- Osterwalder, A., Pigneur, Y. (2010). **Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers** (1<sup>st</sup> ed.). Wiley.
- Robbins, S. P. and Judge, T. A. (2019). **Organizational Behavior** (18<sup>th</sup> ed.). Prentice Hall.

### Supplementary bibliography (alphabetical listing):

- Bartlett, C. and Ghoshal, S. (1998). **Managing Across Borders: The Transnational Solution**. Harvard Business School Press.
- Dunning, J. (2008). **Multinational Enterprises and the Global Economy** (2<sup>nd</sup> ed.). Addison-Wesley.
- Ghemawat, P. (2018). **The New Global Road Map. Enduring Strategies for Turbulent Times**. Harvard Business Review Press.
- Ghemawat, P. (2016). **The Laws of Globalization and Business Application**. Cambridge University Press.
- Ghemawat, P. (2011). World 3.0: **Global Prosperity and How to Achieve It**. Harvard Business School Publishing.

## **MSc in International Business**

Note: This document is for informational purposes only. Course contents and faculty may change.

- Ghemawat, P. (2007). **Redefining Global Strategy: Crossing Border in a World Where Differences Still Matter.** Harvard Business School Publishing.
- Hill, C. W. L. (2018). **International Business: Competing in the Global Marketplace** (12<sup>th</sup> ed.). McGraw-Hill.
- Ismail, S. (2014). **Exponential Organizations. Why New Organizations are Ten Times Better, Faster, and Cheaper than Yours (and What to do About it).** Diversion Books.
- Jones, G. (2005). **Multinationals and Global Capitalism.** Oxford University Press.
- Parker, G. G., Van Alstyne, M. W., Choudary, S. P. (2016). **Platform Revolution. How Networked markets Are Transforming the Economy and How to Make Them Work for you.** W. W. Norton & Company Inc.
- Peng, M. W. (2017). **Global Business** (4<sup>th</sup> ed.). South Western Cengage Learning.
- Rogers, D. L. (2016). **The Digital Transformation. Rethink your Business for the Digital Age.** Columbia Business School.
- Van Tulder, R., Verbeke, A., & Piscitello, L. (2019). **International Business in the Information and Digital Age.** Progress in international Business Research. Volume 13. Emerald Publishing.
- Verbeke, A. (2013). **International Business Strategy** (2<sup>nd</sup> ed.). Cambridge University Press.

Although the course will loosely follow two books listed in the basic bibliography section above, there is no required textbook for this course. You will not need to buy or borrow any of these books to successfully complete the course. In the Tentative Class Schedule section, at the end of each class description, you may find the book and the chapter(s) that are related to the material covered during the class. Although you are not required to read these chapters, you may refer to them if you need additional explanations.

If you choose, you may refer to other books listed in the supplementary bibliography section for further reading on the topics covered in the course.

### **MSc in International Business**

Note: This document is for informational purposes only. Course contents and faculty may change.

## Bio of Professor

- Associate Professor and Academic Coordinator at ESCI-UPF; Director of the Master of International Digital Marketing and the Master of International Trade
- PhD in Management by the IESE Business School, University of Navarra (Spain)
- MBA by the Rotman School of Management, University of Toronto (Canada)
- BAsC (Electrical Engineering), University of Zagreb (Croatia)

My research focuses on entrepreneurship directed at positive social change and sustainable development (business models, strategies, change processes, and governance mechanisms related to social entrepreneurship and innovation, and community entrepreneurship). Over the years, I have acted as a Principal Investigator on several large-scale multinational research projects such as European Commission funded FP7 SELUSI and SEFORIS projects and have collaborated with the OECD on projects related to social entrepreneurship. Prior to entering academia, I held positions in the Canadian banking sector and in the international IT and engineering consulting.

LinkedIn: <https://www.linkedin.com/in/tomislavrimac>

ESCI Web page: <https://www.esci.upf.edu/en/lecturer/tomislav-rimac-1833>

## MSc in International Business

Note: This document is for informational purposes only. Course contents and faculty may change.