

Syllabus – International Market Entry

Code	247.004
Title	International Market Entry
Type	IK
Lecturer(s)	Maximilian Kuchenbauer Department of International Management Johannes Kepler University Linz maximilian.kuchenbauer@jku.at
Weekly hours	3
Number of ECTS credits	2

Learning Goals

This course aims to teach students to:

- Analyze the internationalization process of companies.
- Assess and critically evaluate the formulation and implementation of international strategies.
- Compare different internationalization models and expansion modes.
- Utilize tools and best practices for structuring and managing the internationalization process.
- Apply strategic planning techniques and tools for analysis, development, and decision-making, particularly in case study settings.

Course Objectives

- The course aims to provide students with a comprehensive understanding of the internationalization process of companies, including key factors influencing business expansion globally.
- Students will be introduced to frameworks for assessing and critically evaluating the strategic formulation and implementation of international business strategies.
- The course will explore various internationalization models, offering students the tools to compare and analyze different modes of global business expansion.
- Lectures and case studies will familiarize students with best practices and tools for structuring and managing the internationalization process effectively.
- Through case analysis and strategic planning exercises, students will develop their ability to use analytical tools and techniques for making informed management decisions in international business contexts.

[Learning Outcomes]

Remember:

- **Identify key concepts related to the internationalization process of companies and different internationalization models.**

Understand:

- **Explain the basic principles of international strategy formulation and implementation.**
- **Describe different modes of international expansion and the factors influencing them.**

Apply:

- Use strategic planning techniques to analyze real-world business cases related to international expansion.
- Apply best practices for structuring and managing the internationalization process in various scenarios.

Analyze:

- Break down the components of international strategies and assess the challenges of global expansion.
- Compare different internationalization models to determine their strengths and weaknesses in specific contexts.

Evaluate:

- Critically evaluate the effectiveness of international strategies using case studies.
- Assess the implications of strategic decisions for firms operating internationally.

Create:

- Develop strategic recommendations for companies looking to expand globally based on analysis and case settings.
- Formulate innovative strategies for managing and controlling the internationalization process in dynamic business environments.

Methods of Teaching and Learning

Lectures: Present new concepts and theoretical frameworks on international market entry and strategies.

Case Study: Practical application of theories to analyze real-world scenarios involving multinational companies (MNCs).

Simulation: An interactive component where students manage foreign market entries and see the outcomes of their decisions.

Group Work: Collaborative exercises to discuss and solve problems related to internationalization strategies.

In-Class Discussions: Active participation in discussions to enhance understanding of the material and exchange insights.

Criteria for Evaluation

The course assessment is based on the following components:

Level	Assessment	Percentage
Individual	Exam	40%
Group	Case Study Analysis + Expansion Strategy	20%
Group	Simulation	30%
Group	Simulation Report	10%
Total	Maximum:	100%

To pass the course, students must achieve **at least 50%** in each assessment category and **at least 60%** of the total points. The final grade is determined as follows:

- 0-59.5: Grade 5
- 60-69.5: Grade 4
- 70-79.5: Grade 3
- 80-89.5: Grade 2
- 90-100: Grade 1

80-89.5: Grade 2
 - 90-100: Grade 1

Rationale

- The **individual exam** ensures that students master theoretical concepts and can apply them independently.
- The **case study analysis** challenges students to solve real business problems and sharpen their analytical skills.
- The **simulation** provides a practical, dynamic experience where students must make decisions and understand their impact.
- The **simulation report** helps students reflect on the simulation experience and optimize their decision-making processes.

Assessment Criteria

- **Exam:** Accuracy and depth of answers, ability to apply theoretical concepts.
- **Case Study Analysis:** Clarity of analysis, coherence of strategy, application of theoretical models.
- **Simulation:** Quality of decisions, consideration of market conditions, strategy implementation.
- **Simulation Report:** Reflective ability, understanding of the decisions made, and their consequences.

Study Material

Moodle support

We offer a reading package containing all preparatory readings and the case studies for this course. You are expected to read the texts for each session in advance. The reading package can be accessed on the Moodle course website prior to the beginning of the course. Information on the simulation will be provided in class. **Please note that there are preparatory readings already for the first course session.** Grades and feedback will be posted in Moodle. Please submit your assignments via Moodle!

Simulation and Case Study will be provided via Ivey Publishing:

<https://hbsp.harvard.edu/product/FO0012-HTM-ENG?Ntt=>

Academic Integrity Policy

The Department of International Management strictly prohibits all forms of academic dishonesty. Plagiarism includes presenting someone else's words, ideas, work, opinions, or factual information as one's own without proper credit. This also applies to using someone else's sequence of ideas, arrangement of material, or thought patterns without appropriate acknowledgment.

Any instance of plagiarism will result in an immediate reduction of the grade for the assignment or exam. In serious cases, this may lead to a failing grade for the respective task and an automatic reduction of the overall course grade, potentially resulting in failure of the course. For

group work, the entire team will face the same consequences. For more information, refer to the code of conduct at (<http://www.jku.at/iim>).

Contact

In case of changes to the schedule or other important correspondence concerning the course, emails will be sent out via the KUSSS-system. Therefore, please ensure that your email address in the KUSSS-System is one that you are checking on a regular basis.

For questions or problems please contact: office_iim@jku.at

**For quality assurance and improvement purposes, please participate in all
JKU course evaluations and surveys!**