**教学大纲**

**MACROECONOMICS**

**Internationalization strategies of firms: SMEs from Wester Countries vs MNEs from Emerging Economies**

**School of Economics and Business Administration**

**Beijing Normal University**

**Spring 2014**

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It is your responsibility as a student to be aware of and to abide by the University's policies regarding academic misconduct, e-mail communication, maintaining copies of out-of class assignments, what to do when you cannot meet a course requirement and the drop date for this semester.

**COURSE OUTLINE**

**Objectives:** The goal of this course is to provide graduate students with the necessary tools and techniques required to understand internationalization strategies and mode of entry, in the light of the theoretical debate and of the view of the entrepreneurs.

**Grades:** Course grades will be determined according to the following weighting scheme:

2 Homework Assignments                       30%

1 Midterm Examination                                           30%

1 Comprehensive Final Examination                         40%

**COURSE CONTENT**

1. Strategies and mode of entries: analyzing traditional internationalization patterns. Theory and practice.
2. Strategies: taxonomies, goals, main features. Theory and practice. Case studies of Italian SMEs’ internationalization strategies

Bibliography:

Ilan ALON ET AL. (2011), Global Marketing: contemporary theory, practice, and cases, McGraw Hill, Chapter 7

1. Modes of entry: from exports, strategic alliances, to foreign direct investments. Case studies of Italian SMEs’ internationalization strategies and modes of entries (mode of entry, strategic motivations, difficulties and obstacles encountered)

Bibliography:

Ilan ALON ET AL. (2011), Global Marketing: contemporary theory, practice, and cases, McGraw Hill, Chapter 8

1. Reverse internationalization: the role of investors from emerging markets. Case studies of Chinese investors in Italy (mode of entry, strategic motivations, difficulties and obstacles encountered)

Bibliography:

Spigarelli F. (2010) “Chinese Investments In Italy: Is The Wave Arriving?”, International Journal Of Asian Business And Information Management, vol. 1; 2010, Issn: 1947-9638, Doi: 10.4018/Jabim.2010010106;

Spigarelli F. et al. (2013) “Chinese overseas M&A: overcoming cultural and organisational divides”, International Journal of Technological Learning, Innovation and Development (n. 1/2013)

**A look to the firm**

At least 2 case studies will be analysed, involving Italian Entrepreneurs that have developed an internationalization strategy in China.

Invited speakers from: iGuzzini ([www.iGuzzini.com](http://www.iGuzzini.com)); Elica group ([www.elica.com](http://www.elica.com)); Brembo ([www.brembo.com](http://www.brembo.com)); CIFA-Zoomlion; Benelli QJ