



Vaasan yliopisto
LEVON-INSTITUUTTI



KOKKOLAN
YLIOPISTOKESKUS
CHYDENIUS



MBA KOKKOLA

Managing the Internationalising Firm (25 ects)

Schedule 2019

Place: Kokkola University Consortium Chydenius, Talonpojankatu 2B, Karvo room, 4th floor

PART I

Tue 24.9.2019

Introduction to the module *Mikael Hallböck, Leena Lehtola, Paula Kivinen*
Managing the International Business Environment I

Assistant professor Rodrigo Rabetino, University of Vaasa

- ▶ Globalisation and key trends
- ▶ Managing the international firm
- ▶ International strategy and structure

Wed 25.9.2019

Managing the International Business Environment II

Assistant professor Rodrigo Rabetino, University of Vaasa

- ▶ Analysing the international business environment
- ▶ Tools for environmental analysis

PART II

Wed 9.10.2019

Internationalisation Strategies I

Professor Peter Gabrielsson, University of Vaasa

Professor Mika Gabrielsson University of Eastern Finland

- ▶ Determine internationalisation / globalisation potential
- ▶ Internationalisation process and alternative approaches; product strategy, operation mode, market strategy

Thu 10.10.2019

Internationalisation Strategies II

Professor Peter Gabrielsson, University of Vaasa

Professor Mika Gabrielsson University of Eastern Finland

- ▶ International new venture / born globals; challenges and solutions
- ▶ International new venture / born globals: growth strategies and phases

PART III

Thu 7.11.2019

**Managing and leading people across borders I:
Strategic international HRM**

Dean, Professor Adam Smale, University of Vaasa

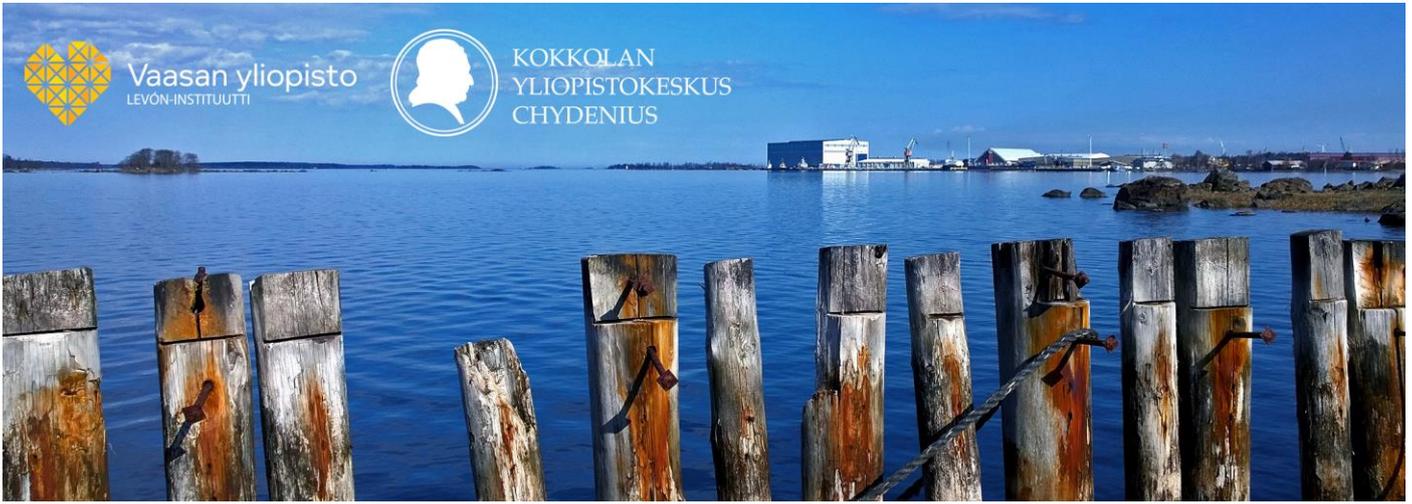
- ▶ Case: Lincoln Electric in China
- ▶ HRM and the "global local" dilemma
- ▶ Structural issues in global coordination



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Fri 8.11.2019

Managing and leading people across borders II: Talent attraction, development and retention

Dean, Professor Adam Smale, University of Vaasa

- ▶ Global talent management
- ▶ Case: global talent management at KONE Corporation
- ▶ Global leadership development

PART IV

Study Trip to Shanghai, China 24.-29.11.2019

PART V

Tue 10.12.2019

Cross-cultural management

Assistant professor Olivier Wurtz

- ▶ Managing across cultures
- ▶ Culture and communication
- ▶ Cross cultural negotiation
- ▶ International assignments and cross-cultural adjustment

Wed 11.12.2019

Workshop exam

- ▶ Workshop exam, based on literature and participants' own cases

Classroom sessions are usually 9:00-16:00. The right to make changes is reserved.

Contact

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