



Vaasan yliopisto  
LEVON-INSTITUUTTI



KOKKOLAN  
YLIOPISTOKESKUS  
CHYDENIUS



## MBA KOKKOLA

MANAGING THE INTERNATIONALISING FIRM (20 OP)

### Schedule

#### PART I

24.9.2019

**Introduction to the module** *Mikael Hallbäck, Leena Lehtola*  
**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

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

**Internationalisation Strategies I**

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

**Internationalisation Strategies II**

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

#### PART III

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

- ▶ HRM and the "global local" dilemma
- ▶ Structural issues in global coordination

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

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



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### PART IV

#### Study Trip

### PART V

#### **Cross-cultural management**

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

#### **Workshop exam**

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

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

## Contact

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