



Vaasan yliopisto  
LEVON-INSTITUUTTI



KOKKOLAN  
YLIOPISTOKESKUS  
CHYDENIUS



## MBA KOKKOLA

JOKA - JOHTAJANA KASVAMINEN (25 op)

### Schedule 2019

#### PART I

Tue 24.9.2019

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

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



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### PART IV

**Study Trip abroad, destination to be confirmed, week 47 or 48**

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

## Contact

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