

Implementation of Global Strategies, MiM 2020

Classes	1st part	2nd part
Block 1: Introduction; Organizing for a global strategy		
1 27 March 9-12.15	Class 1: Global Integration and National Responsiveness: is that an imperative?	Case discussion: United Cereal: Lora Brill's Eurobrand Challenge
2 3 April, 9-12.15	Case discussion: Philips versus Matsushita: The competitive Battle continues. (groups 1+2)	Class 2: Structuring your organization for a global strategy
10 April	No class. Easter holiday	
Block 2: Industry and institutional factors		
3 17 April, 9.00-12.15	Class 3: Internationalization of Industries and strategic decisions in the wine sector	Case study 1: Global wine war 2015: New World vs. Old (group 3) Case study 2: BRL Hardy - Globalizing an Australian wine company (group 4)
4 24 April, 9-00 -12.15	Class 4: Institutional environment and non-market strategies	Case discussion: Macro Cash & Carry (group 5)
1 st May holiday- no class		
Block 3: Global value chains in manufacturing and service industries; Group presentations; wrap up		
5 4 May, 9-12.15	Class 5: Offshoring in the service sector	Case discussion: Monitor's opportunity in India: (group 6)
6 8 May, 9-12.15	Class 6: Structuring your global value chain in the manufacturing sector: hidden costs Case discussion:	Group presentations (gr 1, 2) Internationalization strategies

	LEGO's outsourcing journey	
7 11 May, 9- 12.15	Group Presentations: (gr 3, 4) Internationalization strategies	Group Presentation: (gr 5, 6) Internationalization strategies Course wrap up