

| Classes | 1st part 9.00-10-30 | 2nd part 10-45-12.15 |
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| Week 1 | Introduction | Case discussion: Robin Hood – distributed in class Global Integration and National Responsiveness: Global and local—is that an imperative? |
| Week 2 | Case discussion: Philips versus Matsushita: The competitive Battle continues. (groups 1+2) Theory wrap up Matrix Management Balancing AAA strategies | Exploiting Home-Based Advantage: Porter’s Diamond Model Clusters Internatinalization of industries |
| 15 April | No class. Bank holiday | |
| Week 3a | Case discussion bootcamp: Global wine wars (group 3) | |
| Week 3b | | Case discussion bootcamp: Hardy: Internationalizing an Australian wine company (group 4) Adding Value (Ghemawat) |
| Week 4 | Theory: Institutional voids Non-market strategies & Doing business in Russia, China and India | Case discussion: Macro Cash & Carry (group 5) (China, Russia, India) |
| Week 5 | Case discussion: Monitor’s opportunity in India: (group 6) Theory wrap up: Institutional voids | Better off test Outsourcing and Offshoring; Global value chain Readings: hidden costs |

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| Week 6 | Case discussion: LEGO (group 7) | Group presentations (gr 1, 2,3) Internationalization strategies |
| Week 7 | Group Presentations: (gr 4,5,6) Internationalization strategies | Group Presentation: (gr 7) Internationalization strategies Course wrap up |