

## Teaching Plan: International Business History

### 1. Details concerning the subject

Name of the subject: International Business History

Academic year: 2012-2013

Year: Third-Fourth

Period: Second quarter

Degree: EMPR

Code: 21246

Number of ECTS credits: 5

Hours of student dedication: 125

Language: English

Professor: Veronica Binda

### 2. Introduction to the subject

This course examines the role of corporations and entrepreneurs in the global market over the past few centuries. Based on a longitudinal methodology of analysis and an extensive array of case-histories, the course addresses a wide range of issues related to international business.

Through the inductive, articulated methodology typical of the historical approach, it is possible to answer questions relevant to contemporary international business management such as: *How can companies successfully exploit the opportunities and overcome the problems of operating outside their home country? Which is the role of technology in explaining the evolution of internationalization strategies? Which part does local culture and patterns of consumption play in explaining the success or failure of international corporations? What is the part played by governments in this process? What is the contribution of multinationals to the wealth of a nation?*

In this perspective, the aims of the course are:

- to provide students with the analytical tools and the sensibility to understand entrepreneurial dynamics in a complex environment;
- to understand, through a broad, global and comparative approach, the dynamics of continuity and change in shaping entrepreneurial opportunities;
- to stress the relevance of path dependency and of its understanding and management in strategic decision making;

- to provide concrete examples of strategic decision making in conditions of uncertainty and complexity;
- to stress the relevance of local contexts in providing the opportunities and constraints for firms and entrepreneurs active at an international level
- to explore, through historical examples, the strategic opportunities present in emerging economies through the analysis of the historical contribution of global firms to what are now advanced countries.

### 3. Competencies the subject aims to teach

General competencies	Specific competencies
<b>Instrumental competencies</b> 1. Ability to analyze and synthesize 2. Basic general knowledge <b>Structural competencies</b> 3. Application of theoretical knowledge to real situations 4. Investigation capability 5. Ability to learn 6. Ability to work autonomously 7. Skill to flexibly and creatively apply knowledge and adapt it to new contexts and situations 8. Knowledge of other nations' cultures <b>Interpersonal competencies</b> 9. Critical skills <b>Other competencies</b> 10. Skill in using an oral and written technical language	1. Knowledge and critical interpretation of the transformations of companies' shapes and entrepreneurial activities from a historical perspective 2. Ability to set the configuration and behaviour of companies in their proper context 3. Skill to identify the crucial elements of a problem 4. Ability to take a multidisciplinary view of problems management and resolution 5. Plan and effectively manage time and activities

### 4. Contents

- Part 1. Framework. Theories of International Business
- Part 2. Multinationals and Global Capitalism: A Longitudinal Perspective
- Part 3. Exploiting Opportunities: Natural Resources, Manufacturing, Services
- Part 4. Building Organizations at Home and Abroad
- Part 5. External Environment. Home and Host Economies
- Part 6. Conclusions

### 5. Evaluation

The evaluation of the subject is embedded in a process of continuous testing of knowledge of the content and the capabilities of the students.

To this end, the evaluation of the subject is based on the following two components:

- 1) Seminars and continuous assessment (40% of the final mark): 0-10 points
- 2) Final exam (0-10 points): this will include all the course content and will represent 60% of the final mark.

Students who obtain a final mark of less than 5/10 points or less than 4/10 in seminars or in the final exam will have failed the subject and will have to re-sit the exam.

Students who fail to reach the threshold (4/10) in the first part (seminars and continuous assessment) will have to take an oral exam on the seminars' content.

Students who fail to reach the threshold (4/10) in the second part (final exam) will have to take a written exam on all the course content.

Students who fail to reach a final mark of 5/10 will have to take a written exam on all the course content.

The subsequent final mark will be the average of the mark obtained in the re-examination and of the marks obtained in the parts that had already been assessed.

## **6. References and teaching resources**

### Text book:

Jones, Geoffrey. *Multinationals and Global Capitalism from the Nineteenth to the Twenty-First Century*. New York: Oxford University Press, 2005.

### Other references:

Amatori, Franco, and Andrea Colli. *Business History: Complexity and Comparisons*. New York: Routledge, 2011.

Buckley, Peter, and Mark Casson. *The Future of the Multinational Enterprise*. London: Homes & Meier, 1976.

Cantwell, John, editor. *Globalization and the Location of Firms*. Cheltenham: Edward Elgar, 2004.

Caves, Richard E.. *Multinational Enterprise and Economic Analysis*. Cambridge, Mass.: Cambridge University Press, 1982.

Chandler, Alfred D.. *Strategy and Structure: Chapters in the History of the American Industrial Enterprise*. Cambridge, Mass.: The MIT Press, 1962.

Chandler, Alfred D.. *The Visible Hand. The Managerial Revolution in American Business*. Cambridge, Mass.: The Belknap Press of Harvard University Press, 1977.

Chandler, Alfred D.. *Scale and Scope. The Dynamics of Industrial Capitalism*, Cambridge, Mass.: The

Belknap Press of Harvard University Press, 1990.

Dunning, John H.. "Explaining Changing Patterns of International Production: In Defence of the Eclectic Theory". *Oxford Bulletin of Economics and Statistics* 41 (1979): 269-295.

Guillén, Mauro F.. *The Rise of Spanish multinationals: European Business in the Global Economy*. New York: Cambridge University Press, 2005.

Hymer, Stephen. *The International Operations of the Firm*. Cambridge, Mass.: The MIT Press, 1976.

Jones, Geoffrey, and Jonathan Zeitlin, editors. *The Oxford Handbook of Business History*. Oxford-New York: Oxford University Press, 2008.

Kindleberger, Charles. *American Business Abroad*. London: New Haven, 1969.

Kogut, Bruce. "National Organizing Principles of Work and the Erstwhile Dominance of the American Multinational Corporation." *Industrial and Corporate Change* 1 (1992).

Vernon, Raymond. *Storm Over the Multinationals: The Real Issues*. Cambridge, Mass.: Harvard University Press, 1977.

Wilkins, Mira. *The Emergence of Multinational Enterprise: American Business Abroad from the Colonial Era to 1914*. Cambridge, Mass.: Harvard University Press, 1970.

Wilkins, Mira. *The Maturing of Multinational Enterprise: American Business Abroad from 1914 to 1970*. Cambridge, Mass.: Harvard University Press, 1974.

#### Teaching resources:

Other supplementary material will be available on "Aula Global".

## **7. Methodology**

Students are required to do the following activities every week:

- reading and thinking on the teaching resources before the class;
- attending all the lectures and seminars;
- asking questions during classes;
- answering the professor's questions during lectures and seminars;
- submitting abstracts and/or papers as requested.

On her side, the professor will:

- present the key contents and concepts during the lectures;
- answer students' questions;
- evaluate the understanding and learning of the teaching resources, randomly asking students in every lecture;
- coordinate the discussion during seminars.

## 8. Schedule of activities

Week	Class activity	Individual activity
1	Session 1. Lecture on part 1 Session 2. Lecture on part 2	Reading of the teaching resources Individual study
2	Session 3. Lecture on part 2 Session 4. Lecture on part 2 Session 5. Seminar	Reading of the teaching resources Individual study Preparation for the seminar discussion
3	Session 6. Lecture on part 2 Session 7. Lecture on part 2 Session 8. Seminar	Reading of the teaching resources Individual study Preparation for the seminar discussion
4	Session 9. Lecture on part 2 Session 10. Lecture on part 3 Session 11. Seminar	Reading of the teaching resources Individual study Preparation for the seminar discussion
5	Session 12. Lecture on part 3 Session 13. Lecture on part 3 Session 14. Seminar	Reading of the teaching resources Individual study Preparation for the seminar discussion
6	Session 15. Lecture on part 3 Session 16. Lecture on part 4	Reading of the teaching resources Individual study
7	Session 17. Lecture on part 4 Session 18. Lecture on part 4 Session 19. Seminar	Reading of the teaching resources Individual study Preparation for the seminar discussion
8	Session 20. Lecture on part 4 Session 21. Lecture on part 5 Session 22. Seminar	Reading of the teaching resources Individual study Preparation for the mock exam (seminar)
9	Session 23. Lecture on part 5 Session 24. Lecture on part 5	Reading of the teaching resources Individual study
10	Session 25. Lecture on part 6 Session 26. Lecture on part 6	Reading of the teaching resources Individual study

On the web “Aula Global”, students will find a detailed description of the contents of every lecture and seminar.