

International Business Strategies

1 Internationalization

1.1 Cultural Diversity and Dimensions

- 1.1.1 Cultural Differences
- 1.1.2 Geert Hofstede's 6 Cultural Dimensions
 - 1.1.2.1 Power Distance Index (PDI)
 - 1.1.2.2 Individualism vs. Collectivism (IDV)
 - 1.1.2.3 Uncertainty Avoidance Index (UAI)
 - 1.1.2.4 Masculinity vs. Femininity (MAS)
 - 1.1.2.5 Long Term Orientation (LTO)
 - 1.1.2.6 Indulgence vs. Restraint (IVR)
- 1.1.3 Inter-country Comparison

1.2 Globalization of the World Economy: Past – Present – Future

- 1.2.1 Definition of Globalization
- 1.2.2 History of Globalization
- 1.2.3 Drivers, Obstructions and Threats of Globalization

1.3 Internationalization Theories

- 1.3.1 The International Product Life-Cycle Theory
- 1.3.2 The Internationalization Theory
- 1.3.3 The Eclectic Paradigm
- 1.3.4 Location Theories
- 1.3.5 The Diamond Model
- 1.3.6 The Uppsala Model of Internationalization
- 1.3.7 Network Theory of Internationalization

1.4 Internationalization Motivations

- 1.4.1 Differentiation of Motives
 - 1.4.1.1 Proactive Motivation
 - 1.4.1.2 Reactive Motivation
- 1.4.2 Classification of Motives
 - 1.4.2.1 Sales- and Market-orientated Motives
 - 1.4.2.2 Purchasing- and Ressource-orientated Motives
 - 1.4.2.3 Cost-orientated Motives

1.5 Location Factors

- 1.5.1 Macro-Economic Location Factors
- 1.5.2 Micro-Economic Location Factors

1.6 Transfer Pricing

- 1.6.1 The OECD Arm's Length Principle
- 1.6.2 Traditional Transaction Methods
 - 1.6.2.1 Comparable Uncontrolled Price Method (CUP)
 - 1.6.2.2 Cost Plus Method (CPM or C+)
 - 1.6.2.3 Resale Price Method (RPM)
- 1.6.3 Transactional Profit Methods
 - 1.6.3.1 Profit Split Method (PSM)
 - 1.6.3.2 Transactional Net Margin Method (TNMM)

2 International Market Entry Strategies

2.1 Market Entry Modes

- 2.1.1 Indirect and Direct Export
- 2.1.2 Representative Office
- 2.1.3 Overseas Branches
- 2.1.4 Contract Manufacturing
- 2.1.5 Licensing
- 2.1.6 Franchising
- 2.1.7 Strategic Alliances
- 2.1.8 International Joint Ventures
- 2.1.9 Turnkey Contracts
- 2.1.10 Management Contracts
- 2.1.11 Wholly Owned Subsidiary

2.2 International HR Management

- 2.2.1 Staffing Philosophies
 - 2.2.1.1 Ethnocentric Approach
 - 2.2.1.2 Polycentric Approach
 - 2.2.1.3 Regiocentric Approach
 - 2.2.1.4 Geocentric Approach
- 2.2.2 Criteria for International Assignments
- 2.2.3 Compensation Packages
- 2.2.4 Repatriation

2.3 Ethics and Social Responsibility

- 2.3.1 Ethics in International Business
- 2.3.2 CSR in International Business
- 2.3.3 Corruption

3 Exam

In-class lecture: 30 hours

Exam: 2 hours