

COURSE DETAIL

INSTITUTIONS AND GLOBAL STRATEGY

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

149

UCEAP Course Suffix**UCEAP Official Title**

INSTITUTIONS AND GLOBAL STRATEGY

UCEAP Transcript Title

INST&GLBL STRTGY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course highlights strategies for adapting to local culture and the specific challenges that emerge for international players in diverse environments. The course begins with a review of relevant institutional theories and how institutions influence organizational behavior, strategies, and markets. The course then explores a variety of institutional strategies—successful as well as unsuccessful—across a broad range of regions and countries. The course takes an institutions-based approach, which interprets multinational enterprises (MNE) strategy in the global arena as informed by the institutional environment and local culture of the home and host environment. The focus is on adjustment and implementation processes necessary to respond successfully to different host environments. The course consists of three modules: background and theoretical concepts; strategic adaptation, innovation and implementation; and managing external relations.

Language(s) of Instruction

English

Host Institution Course Number

30576

Host Institution Course Title

INSTITUTIONS AND GLOBAL STRATEGY

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Technology

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