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 Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30576&anno=2023

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management and Technology

Course Last Reviewed
2022-2023

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