

## OVERVIEW OF TOPICS AND SCHEDULE OF TOPICS AND ACTIVITIES

No.	Topics	Readings	Case Studies	Assignments and Activities
1	Introduction to International Business; The Systematic Process of International Market Entry.	Yip, G. S.; Biscarri, J. & Monti, J. A. (2000). The role of the internationalization process in the performance of newly internationalizing firms. <i>Journal of International Marketing</i> , Vol. 8, No. 3, 10-35. Rowden, R. W. (2001). Research Note: How a Small Business Enters the International Market. <i>Thunderbird International Business Review</i> , 43(2), 257-268.	Sodacious Goes International. ECCH Case Study 510-063-1M	<ul style="list-style-type: none"> <li>Article Discussion</li> <li>Case Discussion</li> </ul>
2	Assessing Corporate Internationalization Readiness	Tan et.al. (2007) Before the First Export Decision: Internationalization Readiness in the Pre-Export Phase, <i>International Business Review</i> , 16, 294-309. Alexander, M. & Korine, H. (2008). When you shouldn't go global. <i>Harvard Business Review</i> , December, 70-77.	Auer Waffeln. An Austrian Company's Tale of Growth, Globalization and Decline. ECCH Case Study 510-075-1M	<ul style="list-style-type: none"> <li>Article Discussion</li> <li>Case Discussion</li> <li>Practical Application</li> </ul>
3	The Product Adaptation Decision	Baalbaki, I. B. & Malhotra, N. K. (1993). Marketing Management Bases for International Market Segmentation: An Alternate Look at the Standardization / Customization Debate, <i>International Marketing Review</i> , Vol. 10, No. 1, 19-44. Schilke, O., Reimann, M. & Thomas, J. S. (2009). When does international marketing standardization matter to firm performance? <i>Journal of International Marketing</i> , 17(4), 24-46.	Wal-Mart's German Misadventure. ECCH Case Study 304-006-1.  Wal-Mart's Withdrawal from South Korea. ECCH Case Study 306-601-1.	<ul style="list-style-type: none"> <li>Article Discussion</li> <li>Case Discussion</li> <li>Practical Application</li> </ul>
4	Foreign Target Market Selection	Alon, I. (2004). International Market Selection for a Small Enterprise: A Case Study in International Entrepreneurship. <i>Advanced Management Journal</i> , Vol. 69, No. 1, 25-33 Cavusgil, T. S., Kiyak, T. & Yenyurt, S. (2004). Complementary approaches to preliminary foreign market opportunity assessment: Country clustering and country ranking. <i>Industrial Marketing Management</i> , 33, 607-617.	R. R. Donnelley: Country and Opportunity Analysis in Eastern Europe. (HBS 9-799-083)  McDonald's in Asia: Opportunities and Challenges. ECCH Case Study 307-380-1.	<ul style="list-style-type: none"> <li>Article Discussion</li> <li>Case Discussion</li> <li>Practical Application</li> </ul>
5	Entry Mode Choice	Osland, G. E., Taylor, C. R. and Zou, S. M. (2001). Selecting international modes of entry and expansion, <i>Marketing Intelligence and Planning</i> , 19 (3), 153-161. Arnold, D. (2000). Seven rules of international distribution. <i>Harvard Business Review</i> , November-December, 131-137.	Concept Devices, Incorporated: International Market Entry. (HBS 0-582-052)  Starbucks – Tata Alliance. Brewing a Fresh Strategy for India. ECCH Case Study 311-084-1.	<ul style="list-style-type: none"> <li>Articles Discussion</li> <li>Case Discussion</li> <li>Practical Application</li> </ul>