

## Course Summary

### **“Business Internationalization Strategies and Procedures”**

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The course is practice-oriented and was designed for motivated students who want to make their carrier in an international company, its import/export department, a branch, a representative office or any other affiliate. The course provides knowledge and skills that can be useful in everyday professional life.

The course objectives are:

- to make students familiar with theoretical basics and distinctions of different business internationalization strategies;
- to brief students with the selection criteria for choosing an optimal strategy;
- to give students a close look at main decisions, made during the process of business internationalization;
- to make students aware of specific methods of implementation of various business internationalization strategies and the existing practice on the basis of real-life examples;
- to provide students with the necessary practical skills.

In order to conform to these objectives the course consists of three parts: 1) the evolution of internationalization theory; 2) business internationalization strategies, their characteristics, distinctive features, pros and cons, and the decision making process when choosing an appropriate strategy; 3) the main procedures or specific actions needed to undertake when implementing each particular strategy.

The course is offered in the Spring semester and is equivalent to 40 contact hours.