

2006 / 2007: Bachelor of International Trade

Identification Course : **Market Entry (Core Major 3 of 4)**
Course Coordinator : Phil Eyre
Professor : Roberto Miranda
Dates :

Objectives To be able to develop a market entry project for a firm, with a methodical approach. To be able to take into account the essential steps for such an initiative, to formulate a plan and to assess and minimise the potential risks involved. This covers strategic, logistical and contractual factors.

Prerequisites Introduction to International Management techniques (Int Business).

Syllabus

- **Introduction** : Understanding International Business and International Environment
- **Strategic analysis** : Definition, advantages, and disadvantages of alternatives
- **Market analysis and market entries**
- **Case to illustrate different approaches**
- **Search for partners, ways to organize operations**

- Case : American Trade Blocs, Nafta Analysis

- Final case for Grading

Methods of work Students should be aware of basic tools such as INCOTERMS, letters of credit and bills of lading etc.

Validation **Continuous assessment** : 100% of grade
Students will be given a group case to work on for a written submission

Bibliography International Business – Czinkota et al
International Marketing + Export Management – Albaum et al
Commerce International – De Melo
Marketing International – Ulrike MAYRHOFER
