

International Market Entry and Expansion

Full name of the professor: assistant Ulyanova M.E.

Place of the course in the Master's programme: elective course, 5 trimester.

Brief content of the course: Assessing Growth Opportunities in International Markets; Establishing and Managing Direct and Indirect Exporting; Establishing and Managing Franchisee/Licensee Relationships; Negotiating Contracts and Partnering Agreements; Building the value chain; Managing Diversity; Presentation of Market Entry Plan; Developing a Regional Strategy.

There are industry-specific strategies for a firm entering into an international market. At the same time, it is important not only to choose a suitable strategy for entering the market, but also to effectively apply it. This discipline is a research course in which students should conduct an in-depth analysis of the selected international market, choose a strategy for entering the market and / or development, and develop a plan for implementing the chosen strategy.

Workload of the discipline is 6 ECTS, 216 hours.

Language of instruction: English.

Course midterm control is conducted in the form of final projects defense.