

Methodical materials for practical classes

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INTERNATIONALIZATION OF BUSINESS AND ENTRY INTO EU MARKETS

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CONTENT MODULE 1 INTERNATIONALIZATION: ESSENCE, OPPORTUNITIES AND THREATS

Topic 1

The concept of internationalization by the method of "essence-content-result"

Plan

1. Basic concepts of internationalization.
2. Theoretical approaches to the definition of internationalization.

Practical tasks

Task 1. Tests to test knowledge

1. The element "essence" of the definition of the concept by the method of "essence-content-result" answers the question:

a) so what?;

b) how ?;

c) for what ?;

d) for whom?

2. The element "content" definition of the concept by the method of "essence-content-result" answers the question:

so what?;

b) how ?;

c) for what ?;

d) for whom?

3. The element "result" of the definition of the concept by the method of "essence-content-result" answers the question:

so what?;

b) how ?;

c) for what ?;

d) for whom?

4. The concept of "internationalization" can be considered as:

a) phenomenon;

b) process;

c) strategy;

d) there are different views on the interpretation of the category of "internationalization".

5. Internationalization is a process of increasing the relationship and interdependence of economic entities at the _____ level:

a) microeconomic;

b) regional;

c) national;

d) the world.

Task 2. Indicate whether the statement is true or false:

1. Internationalization can be seen as a process of expanding the boundaries of activities.

2. Internationalization cannot be defined as a strategy.

3. Internationalization can be interpreted as a tendency to increase internal ties and interactions.

4. The strategy that determines the response of economic entities to globalization challenges is defined as "internationalization".

5. Subject to internationalization, the company begins to operate in foreign markets and ceases its activities in the domestic.

Topic 2

Assessment of export readiness

Plan

1. Assessment of export readiness of goods and companies.

2. The concept of export potential.

3. Assessment methods.

Practical tasks

Task 1. Tests to test knowledge

1. What prevents national enterprises from expanding in other markets:
 - a) lack of faith in their own strength;
 - b) fear of the unknown;
 - c) lack of sensitivity to representatives of other cultures and peculiarities of their behavior;
 - d) all the answers are correct.
2. Technical prerequisites for entering international markets are:
 - a) access to the Internet;
 - b) knowledge of a foreign language;
 - c) financial capabilities;
 - d) correct answers a) and b).
3. Success in exports depends on:
 - a) product innovation;
 - b) the level of compliance with consumer requirements;
 - c) quality, price and availability of products;
 - d) all the answers are correct.
4. The initial stage of developing an export strategy is:
 - a) identification of key foreign markets for exit and their research;
 - b) determination of the export price, terms of payment, methods and techniques of export;
 - c) determination of export potential;
 - d) assessment of distribution and promotion options.
5. Export Council (EEC):
 - a) is permanent;
 - b) meets periodically;
 - c) meets as needed;
 - d) correct answers b) and c).

Task 2. Indicate whether the statement is true or false:

1. Successful activity in the domestic market is an indicator of export potential.
2. The initial stage of developing an export strategy is to identify key foreign markets for exit and study them.
3. The Export Council (EEC) provides for the involvement of internal specialists of the company to provide advice and consultations.
4. An export plan is a program of action with clearly defined objectives and constraints.
5. The export plan does not provide a time schedule for achieving certain goals.

CONTENT MODULE 2 SELECTION AND ANALYSIS OF FOREIGN MARKETS

Topic 3

Export strategy. Approaches to exports Plan

1. Export strategy.

2. Approaches to exports.
3. Export strategy of the enterprise as a basis of activity in the international market.
4. Expert council as a tool for consulting support of the company's exports.
5. Development of an export plan. The structure of the export plan.

Practical tasks

Task 1. Make an export plan

Topic 4

Preliminary selection of foreign markets and their research

Plan

1. Selection of foreign markets and their research.
2. Assessment of factors of micro- and macromarketing environment in the market.
3. Analysis of economic risks of the firm in the international market.
4. The impact of regulatory and non-regulatory environment on the entry of national companies into markets.

Practical tasks

Task 1. Tests to test knowledge

1. Balanced scorecard includes the following aspects of enterprise operation:

- a) finance;
- b) production;
- c) marketing;
- d) all the answers are correct.

2. Market research allows:

- a) identify and understand the demand for products planned for export;
- b) determine the pricing strategy;
- c) is impractical if the enterprise has significant export potential;
- d) correct answers a) and b).

3. The fourth step of the study to determine the target export markets is:

- a) initial selection of potential markets;
- b) formulation of conclusions;
- c) demand testing;
- d) assessment of target markets.

4. A balanced system covers _____ groups of indicators:

- a) two;
- b) three;
- c) four;
- d) more than four groups of indicators.

5. Analysis of export information on a particular category of goods is carried out at the stage:

- a) initial selection of potential markets;

- b) formulation of conclusions;
- c) demand testing;
- d) assessment of target markets.

Task 2. Indicate whether the statement is true or false:

1. The strategy of activity in the domestic and foreign markets are the same.
2. Market research is always a linear process and a one-time act.
3. It is advisable to identify as few markets as possible for potential output of own products.
4. Qualitative market research allows to form a primary idea of the peculiarities of positioning their own goods abroad.
5. Primary market research always precedes secondary.

CONTENT MODULE 3
INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE
CONDITIONS OF INTERNATIONALIZATION OF BUSINESS
Topic 5

Starting an online business

1. E-commerce and specialization of sites.
2. Electronic tools of export and electronic communications of small business.
3. Development of roar and online advertising.
4. Tools for assessing the company's readiness to work online.
5. Registration in search engines.

Practical tasks

Task 1. Tests to test knowledge.

1. There are the following forms of site for enterprises that focus on exports:
 - a) transaction site;
 - b) information delivery site;
 - c) electronic market;
 - d) all the answers are correct.
2. The use of online tools allows you to:
 - a) advertise the product via the Internet;
 - b) find countries for export with less time and financial resources;
 - c) is ineffective because it excludes any direct contact;
 - d) correct answers a) and b).
3. The number of English-speaking users in the world is about:
 - (a) 20%;
 - b) 30%;
 - c) 40%;
 - d) more than 50%.
4. "Article" marketing involves:
 - a) the distribution of costs for marketing activities on certain items;
 - b) writing articles, press releases of the company in news and blogs in international markets;

- c) providing marketing information depending on the article;
- d) all the answers are correct.

5. International marketing resources can be grouped by:

- a) information on countries;
- b) type of consumers;
- c) sectoral resources;
- d) correct answers a) and c).

Task 2. Indicate whether the statement is true or false:

1. Collecting information about countries requires more financial costs than data on industry markets.
2. The use of online tools allows you to create your own image, taking into account the interests and preferences of consumers.
3. Translation of the site into eight languages and more (European and Eastern) allows you to reach more than 80% of Internet users.
4. The main advantage of online technology is informing a significant audience in any country in the world.
5. It is expedient to create a "Global Export Marketing Information System", which does not yet exist.

CONTENT MODULE 4

CULTURE OF BUSINESS RELATIONS IN INTERNATIONAL BUSINESS

Topic 6

Cultural factors in business and marketing

Plan

1. Creative approach to marketing and creating new meanings.
2. Cultural factors and business travel.
3. Business ethics in export activities.
4. Features of the European consumer.

Practical tasks

Task 1. Tests to test knowledge.

1. The culture of business relations involves:

- a) study of the peculiarities of national culture;
- b) analysis of cultural values of foreign countries;
- c) building chains between national culture and cultural values of other countries;
- d) all answers are incorrect.

2. Cultural values in international business include knowledge of:

- a) business practices;
- b) social traditions;
- c) ethics in the target market;
- d) all answers are correct.

3. Information on the peculiarities of culture is taken into account:

- a) marketing strategy;

- b) preparation of electronic communication;
- c) in meetings and negotiations with foreign partners;
- d) all answers are correct.

4. "Cultural mentor" is a person:

- a) a partner or acquaintance of the target market who has questions about the culture, social and business rules of a particular country;
- b) allows you to find partners in foreign markets, build profitable relationships;
- c) provides communication with foreign partners;
- d) represents the interests of the enterprise in the market of another country.

5. The code of conduct of the firm is:

- a) a kind of "business card" in a foreign market;
- b) financial guarantee;
- c) way of thinking;
- d) all answers are incorrect.

Task 2. Indicate whether the statement is true or false:

1. Global cultural differences do not affect business profitability.
2. Lack of knowledge about business practices, social traditions and etiquette in the target market can lead to inefficient export activities and waste of time.
3. Practical knowledge of business culture, management principles, business methods and consumer habits in the target market can be acquired through research and training.
4. The study of the cultural characteristics of the target market should be an integral part of market research.
5. Compliance between the own code and the code of the exporting partner country will help to ensure a reliable connection between the two companies.