

ADVANCED SEMINAR IN STRATEGIC INTERNATIONAL MANAGEMENT

(SPRING SEMESTER 2026)

Course Objective and Content

In this seminar, students learn to analyse a specific topic in international business and strategy on their own, as well as to present and defend their analysis in front of an audience.

The seminar paper should consist of 20 pages maximum (plus references). The specific topic must be analysed based on academic theories and concepts. Literature to be considered includes journals, textbooks and other academic literature.

The paper must be submitted at the beginning of May. More detailed information, including the formal guidelines, will be handed out in the compulsory information session of the seminar in the second week of lectures of the spring semester.

The seminar presentation will take about 30 minutes, followed by some time for discussion. The grade for the Advanced Seminar in Strategic International Management is composed of a grade for the written seminar thesis (60%) and a grade for the seminar itself (i.e. presentation, discussion, participation) (40%).

ECTS: 4.5

Schedule

Compulsory information session: Tuesday, 24.02.2026, 17.15-19.00 h, Room D130

Submission of the thesis: Tuesday, 05.05.2026, 15.00 h

Compulsory meeting: Tuesday, 05.05.2026, **15.00-16.00 h**, G230 [*time change*]

Seminar presentation: Thursday/Friday, 21./22.05.2026, 8.15-18.00 h

(Thursday: Pavillon verte in the Botanic Garden; Friday: Room B205 "Learning Lab")

Modules

European and Global Business

Strategy (core course)

Managing Digitalization

Topics

1. Industry-based View and MNC Strategy – Description of the Theory and Critical Analysis
2. Institution-based View and MNC Strategy – Description of the Theory and Critical Analysis
3. The Strategy Tripod and MNC Strategy – Description of the Concept, the Pillars and Their Interaction and Critical Analysis
4. Resource-Dependence Theory and MNC Strategy – Description of the Theory and Critical Analysis
5. Global Value Chains and MNC Strategy – Description of the Concept and Critical Analysis
6. Upper Echelons Theory and MNC Strategy – Description of the Theory and Critical Analysis
7. AI Tools for Developing an MNC Strategy – State of the Literature and Critical Analysis
8. Nonmarket Strategies of MNCs – Description of the Theory and Critical Analysis
9. The Influence of Institutional Voids on MNC Strategies in Emerging Markets – State of the Literature and Critical Analysis
10. Building Resilient International Supply Chains – State of the Literature and Critical Analysis
11. How Exporting SMEs from Switzerland Can Build Resilience from Geopolitical Tensions – Analysis of Options
12. The Link Between Decentralisation of Organisations and Resilience – State of the Literature and Critical Analysis
13. The Effect of Resource Slack on MNCs – State of the Literature and Critical Analysis
14. The Link Between Organizational Resilience and Sustainability – State of the Literature and Critical Analysis
15. The Influence of Artificial Intelligence on Organisational Resilience – State of the Literature and Critical Analysis
16. The Role of Strategic Analysis and Planning Tools in Building a Resilient Strategy – State of the Literature and Critical Analysis
17. Digital Platforms in B2B – Strategies and Success Factors of International Platforms
18. Digital Platforms in B2C – Strategies and Success Factors of International Platforms
19. Digital Platforms in B2B as Market Entry Strategy of Swiss SMEs into Foreign Markets – Options and Success Factors
20. Digitalisation of SMEs as Support for Internationalisation – State of the Literature and Critical Analysis

Literature

To analyse their seminar topic, students must use academic journals and textbooks on international business, international management, strategy, and other fields.

Journals can be found via electronic libraries (e.g., Journal of International Business Studies, International Business Review, Journal of International Management, Management International Review, Strategic Management Journal, Global Strategy Journal, Journal of World Business) An overview on the journals in the field of international management can be found here: https://www.vhbonline.org/fileadmin/vhb/Services/vhb-rating/INT/VHB_Rating_2024_Area_rating_INT.pdf . This also helps you to evaluate the quality of the different academic journals.

For case studies, practical examples, etc., all types of sources (including newspapers, company websites, interviews, etc.) are feasible options.

Note

Students are expected to go beyond purely descriptive work. It is necessary to take an analytical and critical perspective. Don't only describe the theory or concept or state of the literature but analyse it.