

## **Organization Analysis and Entry Strategy**

**5 ECTS**

**block 2**

After the country analysis and introduction to international business in block 1, in block 2 you will learn more about how organizations are being managed in such an international environment.

In the project and skills module of this block you'll do analysis for a real organization to assess how they can realize their (international) objectives best, prepare for your (international) project in block 3 and placement next year.

The group project aims to answer the main question: how can the organization achieve its strategic objectives?

You'll look into the effect of external factors and the strategies and policies to achieve their (internationalization) objectives. In doing so, you have to interview employees and managers of the organization you focus on and conduct quantitative consumer or employee research.

Individually, you will also start the preparation for the international project and the placement in year 3:

- In LPD, you will draw on your analysis of organizations by applying your findings to yourself in identifying to what extent there is a 'fit' between you and any given organization. This is designed to support you in making a good choice for your placement at the end of the year. Throughout this module, you will also draw on Covey's habits, 'WinWin' and 'Seek First to Understand, then to be Understood'.
- In IBC, you'll practice write motivation letters and CVs, review job descriptions and practice interviews.

Module Learning Outcomes:

- Describe the impact of the external macro and meso environment on organizations
- Assess the organization's effectiveness regarding strategic cycle, culture, structure, groups & teams, leadership & management and performance management
- Evaluate relevant HR policies and practices for the further development of organizations
- Describe relevant internationalization factors: cross cultural management and entry strategy
- Evaluate the financial performance of the organization (describe the cost types and flows)
- Prepare for placement in year 3