**Training Fiche Template**

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| **Title** | Business plan for internationalization | |
| **Keywords (meta tag)** | Business model innovation, internationalization of the firm, international entrepreneurship, international business models, entry modes | |
| **Language** | ENG | |
| **Objectives/ Goals/ Learning outcomes** | Objective is an understanding of a business model innovation, internationalization of the firm, international entrepreneurship and global marketing into a conceptual model. | |
| **Training area: (Select one)** | | |
| Strategies for Internationalisation | | **x** |
| E-commerce, international and digital marketing | |  |
| Social selling | |  |
| Sociologic and cultural aspects of Extra EU Export | |  |
| **European Qualification Framework (EQF)** | | |
| Level 3 | |  |
| Level 4 | | **X** |
| Level 5 | |  |
| **Description** | Internationalization may require companies to adapt their product features and branding to meet the cultural and technological needs of the local market. The purpose of this training module is to broaden the understanding of business models, business model innovation and company’s internationalization. In addition to creating models that provide managers and researchers with terminology to describe internationalization through business model innovation, as well as a language that promotes dialogue and shared understanding. When a company decides to internationalize its activities, it focuses on business model innovation. This leads to globalized competition not only in the value proposition of the domestic context, but also in the global acquisition and deployment of resources and activities. It will also affect the improvement of the company's value proposition, the creation of new market channels and segments. | |
| **Contents arranged in 3 levels** | **Module name: Business plan for internationalization**  **1 Unit name: Introduction**  1.1 Section name: Introduction  1.2 Section name: Objectives  1.3 Section name: Goal  **2 Unit name: Drivers for internationalisation**  2.1 Section name: Achieve growth  2.2 Section name: Improve profitability  2.3 Section name: Increase competitiveness  **3 Unit name: Entering new markets**  3.1 Section name: Export  3.2 Section name: Licensing/Franchising  3.3 Section name: Joint ventures  **4 Unit name: Plan preparation**  4.1 Section name: define the objectives  4.2 Section name: Allocate sufficient time resources  4.3 Section name: Ensure financial projections  **5 Unit name: Iimpact on different functions of business**  5.1 Section name: Human resources  5.2 Section name: Finance  5.3 Section name: Marketing  **6 Unit name: Communicate**  6.1 Section name: The importance of intercultural communication  6.2 Section name: Overcome the Barriers  6.3 Section name: Improve your intercultural business | |

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| **Glossary** | Internationalization - Internationalization is the process by which a company expands into foreign markets in order to gain more market share.  Globalization - a condition where economies around the world are linked through cross-border trade and investment. | |
| **Self-evaluation (multiple choice queries and answers)** | 1. SMEs stands for:   * 1. **Small and Medium-sized Enterprises**   2. Societies for Managing Exports   3. Small and Medium Entrepreuners   2. Key controllable factors in global marketing are:   * 1. Government policy and legislation   2. Social and technical changes   3. **Marketing activities and plans**   3. \_\_\_\_ is the first step in the internationalization process   * 1. Foreign investment   2. Export   3. **License**   4. \_\_\_\_\_\_\_ corporation produces in home country or in a single country and focuses on marketing these products globally or vice versa.   * 1. Transnational   2. International   3. **Global**   5. \_\_\_\_\_\_\_ company produces, markets, invests and operates across the world   * 1. Global   2. Multinational   3. **Transnational** | |
| **Toolkit (guidelines, best practices, checklist, lessons learned…)** | **Name** |  |
| **Description** |  |
| **Link of interest / filename** |  |
| **Resources (videos, reference link)** | [(PDF) Internationalization through business model innovation: In search of relevant design dimensions and elements (researchgate.net)](https://www.researchgate.net/publication/262767643_Internationalization_through_business_model_innovation_In_search_of_relevant_design_dimensions_and_elements)  [Internationalisation: Definition, Models, Products (studysmarter.us)](https://www.studysmarter.us/explanations/business-studies/business-development/internationalisation/)  <https://www.sitpune.edu.in/internationlization-objective>  [International Business Strategy EXPLAINED with EXAMPLES | B2U (business-to-you.com)](https://www.business-to-you.com/international-business-strategy/)  [Guide to Intercultural Communication in Business [+FREE webinar] (preply.com)](https://preply.com/en/blog/b2b-intercultural-communication-in-business/) | |
| **Related material** | To be implemented | |
| **Related PPT** | Business plan for internationalization | |
| **Bibliography** |  | |
| **Provided by** | RDA of Northern Primorska | |