

Foundations of International Management I (1 ECTS)

Seminar paper: 13.06. - 27.06.2017

The seminar paper can only be assessed and ECTS only be awarded if you have registered for the seminar (37102) at “meinCampus”.

- If you do not submit the seminar paper in the required time, the seminar paper will be assessed as “failed” (5.0).
- Please ensure you provide a consistent layout and formatting (for further guidance see our standard guidelines: These can be found on our homepage at: https://www.im.rw.fau.de/files/2017/04/Guidelines_Theses_Dec2016.pdf. Regarding quotation forms and formatting, please follow the rules of the American Psychological Association (APA (Style) Lite for College Papers: (www.docstyles.com/library/apalite.pdf). In cases which are not covered by the APA guide, please use a format that comes closest to that philosophy.
- The seminar paper should cover **up to 15 pages** (plus index of contents and references) and **five PowerPoint slides** briefly summing up your results. Please do not replicate all the theoretical basic principles (see textbook). Please refrain from company descriptions. The emphasis is clearly on implementation and critical evaluation (transfer)!
- The seminar paper and the presentation slides must be printed in hard copy and stapled.
- Submission is due on **27.06.2017, 10:00-12:00**, room 5.217. In addition, please send your word document and ppt via email (subject: seminar paper IMI, topic, surname, matriculation number) to: tassilo.schuster@fau.de

Topic: Internationalization process of Tata Motors

Tata Motors Limited is India's largest automobile company, with consolidated revenues of Rs.70,938.85 crores (USD 14 billion) in 2009. It is the leader in commercial vehicles and among the top three in passenger vehicles with winning products in the compact, midsize car and utility vehicle market segments in India. The company is the world's fourth largest truck manufacturer, and the world's second largest bus manufacturer. The company's 24,000 employees are guided by the vision to be "best in the manner in which we operate, best in the products we deliver and best in our value system and ethics." Established in 1945, when the company began manufacturing locomotives, the company manufactured its first commercial vehicle in 1954 in a collaboration with Daimler-Benz AG, which ended in 1969. Tata Motors is expanding its international footprint, established through exports since 1961. The company's commercial and passenger vehicles are already being marketed in several countries in Europe, Africa, the Middle East, South East Asia, South Asia and South America. It has franchisee/joint venture assembly operations in Kenya, Bangladesh, Ukraine, Russia, Senegal and South Africa.

In 2004 Tata Motors bought Daewoo's truck manufacturing unit, now known as Tata Daewoo Commercial Vehicle. It also acquired Hispano Carrocera SA, now a fully-owned subsidiary. In March 2008, it acquired Jaguar and Land Rover from the Ford Motor Company, which also includes the Daimler and Lanchester brands. Also in 2008, Tata Motors unveiled its People's Car, the Tata Nano which was subsequently launched in India in March 2009. Tata Motors has auto manufacturing and assembly plants in Jamshedpur, Pantnagar, Lucknow, Ahmedabad and Pune in India, as well as in Argentina, South Africa and Thailand.

Discuss how Tata Motor's international expansion can be explained by Johanson and Vahlne's internationalization theory. In this case, which dynamics in the global business environment might influence the steps of the establishment chain? In your answer, please ensure that you do not merely replicate the theory!