# International Companies and Business Models (8 ECTS credits)

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***Text under revision. Not yet approved by academic staff.***

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

**Course aims**

The International Companies and Business Models course has three main learning objectives:

* the basic principles and language typical of international enterprises;
* the fundamental elements of the various business models and of building their respective competitive advantage;
* where possible, the basic principles and language of the purchasing, manufacturing, administration, sales, logistics and distribution processes of products and services.

The aim of the course is:

* to introduce students to key issues relating to the economics and management of international companies, and particularly to the market, the various business models, and where possible to purchasing, production and sales processes as well;
* to facilitate the correct interpretation of the competitive environment within the sector and the market (now increasingly complex, especially at international level), and of the relationship with all the relevant circles, as well as with all those who have an interest in the business of the company.

All lectures will feature guest speakers (professionals, consultants, representatives of trade associations and institutions, entrepreneurs, CEOs and managers of leading and international companies), to analyse key cases, methods and current practices of successful companies.

**Intended learning outcomes**

*Knowledge and understanding*

By the end of the course, students will be able to understand the following key concepts and principles:

* the economics and management of international enterprises;
* the theories of international business;
* the functioning of sectors, markets and business models;

*Ability to apply knowledge and understanding*

By the end of the course, students will be able to:

* identify and discuss some of the business success stories in the market, especially on an international scale;
* identify strengths and weaknesses in various business models, and the ability of successful companies to innovate their strategy, adapt to the changing market, and offer new and adapted products and services to meet changing demands and trends.

***COURSE CONTENT***

The course is divided into three closely connected parts:

The first part of the course presents the main theories regarding international business, the key elements of management, business models and competitive advantage.

The second part of the course will include in-depth studies, sometimes conducted in groups, with a view to better understanding the how certain concepts are applied and basic principles of the management of international companies and their most successful business models.

***READING LIST***

* The material provided by the lecturer and published on the Blackboard platform.

***Recommended reading (optional):***

* Matteo Caroli, *“Gestione delle imprese internazionali”*, Edizioni McGraw-Hill Education, 2020
* Alex Osterwalder “*Creare modelli di business. Un manuale pratico ed efficace per ispirare chi deve creare o innovare un modello di business”*, Edizioni LSWR
* Alberto Albertini, *“Noodles, acqua bollente e lacrime”*, Rubbettino Editore, 2022

***TEACHING METHOD***

The teaching method used in this course is largely based on frontal lectures, supplemented by testimonies from guest speakers, either in person or remotely, general presentations, business plans, marketing and sales plans and, of course, company budgets.

Students who are unable to attend will find all the material presented in lectures and relative references on the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of an oral exam on the topics listed in this syllabus. The exam consists of three to six open questions of equal weight. The answers to each question will be assessed according to six criteria: fullness and accuracy of the response; ability to contextualise the topics covered and make connections between topics; accuracy of the presentation; and ability to give real examples from the corporate world. The exam will be marked out of 30.

***NOTES AND PREREQUISITES***

As this is an introductory course, it has no prerequisites in terms of contents. Students are however strongly encouraged to have already passed the Economia Aziendale exam and to attend lectures, given the numerous guest speakers from the business world.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.