# Business Management (Internationalisation Process)

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

The course aims to explore the relationship between managerial variables and business internationalisation processes. From this perspective, it aims to analyse, with an integrated and multidisciplinary approach, all the variables influencing corporate behaviours, such as the external context and the new actors of international competition.

Furthermore, the course aims to examine the behaviours of Italian and foreign companies operating in the international scenario, and their implications on the key business processes, with a focus on the aspects and the emerging forms of organisation deriving from the strategic choices in the field of internationalisation, and influencing behaviours and performances.

*At the end of the course, students will be able to:*

1. define which factors determine the international development of activities and businesses;

2. understand the meaning of business internationalisation;

3. reason upon the factors at the basis of successful and unsuccessful business internationalisations;

4. understand how the set of organisational skills can change to support internationalisation processes.

From the point of view of the contents, the teaching method, and the intended learning outcomes, the course can be considered as an Internationalization at Home (I@H)[[1]](#footnote-1) experience.

***COURSE CONTENT***

MODULE 1

The concepts of internationalisation and globalisation (15 hours).

MODULE 2

The conditions to enter foreign markets: analysis, the assessment of market attractiveness, market selection, and internationalisation forms (15 hours).

MODULE 3

Comparative advantage and localisation choices (10 hours).

MODULE 4

The internationalised business. The implications of internationalisation in terms of business functions (10 hours).

MODULE 5

The organisational ability of international businesses (10 hours).

***READING LIST***

Create-Mcgrawhill, International Business Management, Milan, 2020 [Chapters 1 Globalization; 5 Government Policy And International Trade; 6 Foreign Direct Investment; 7 The Strategy Of International Business; 8 The Organization Of International Business; 9 Entering Developed And Emerging Markets; 10 Exporting, Importing, And Countertrade; 11 Global Production And Supply Chain Management; 12 Global Marketing And Business Analytics; 13 Global Human Resource Management].

The e-book version will be made available by the publishing house. Students will be notified

on Blackboard when it is ready.

Further teaching material will be made available by the lecturers on Blackboard.

***TEACHING METHOD***

The course will be divided into two subsequent modules, held respectively by the two lecturers. The teaching method will be based on the presentation of case studies based on the experience of real companies, that will be discussed in class, allowing students to reflect upon the theoretical contents in a simulated operational context. In addition, subject matter experts (managers and/or entrepreneurs) may be invited to illustrate some of the topics described in the course content.

The course will be focused on the topics related to a high-growth market, or to a market area with a high strategic potential. The market area selected for the next academic year will be presented at the beginning of the course. In addition, subject matter experts (managers and/or entrepreneurs) may be invited to illustrate some of the topics described in the course content and a monographic study Focus that can focus on a specific issue relevant for internationalization processes or on a Country. In particular, the presentation and discussion of case studies aims to: a) analyse the key topics explained in class; b) discuss and analyse the strategic alternatives; c) discuss and analyse the aspects related to the implementation of business management choices. The case studies presented in class will not be included in the final exam.

***ASSESSMENT METHOD AND CRITERIA***

The achievement of the intended learning outcomes will be assessed through a written exam, divided into two parts: the first one will be a multiple-choice questionnaire, while the second one will consist in one or two open-ended questions that, for attending students (taking the exam on the first official exam session), can be replaced by a practical activity or a single-subject analysis that will be indicated by the lecturer.

The answers to the questions aimed to assess the learning of the theoretical foundations of the course will be evaluated taking into account the knowledge of the topics, the development of thinking skills, and the ability to process information and use argumentation to answer the open-ended questions.

The first part (the multiple-choice questionnaire) will determine two thirds of the final mark (up to 20 points out of 30), while the second one will determine the last third (up to 10 points out of 30)

Further information will be made available on the lecturers’ webpage or on Blackboard.

***NOTES AND PREREQUISITES***

Prerequisites: students should have a good knowledge of the key concepts presented during the Business Management course.

The students wishing to write their thesis with the supervision of lecturers of this course are invited to submit their project proposals following the instructions available on Blackboard, and discuss them with the lecturers during consulting hours.

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.

1. *Internationalization at Home is the purposeful integration of internationalization and intercultural dimensions into formal and informal curriculum for all students within domestic learning environments*.” (Beelen & Jones, 2015:69) [↑](#footnote-ref-1)