# International Expansion of Markets and International Firms

## Prof. Alessandro Baroncelli; Prof. Marco Magnani

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

The aim of the course is to provide students with the knowledge of the tools and analysis models of the main dynamics of the internationalisation processes of companies and markets. The course also aims to provide the conceptual and analytical bases useful for understanding the main factors that affect the internationalisation processes and the opportunities they provide. In particular, the course outlines, in a micro and macroeconomic perspective, the evolution of the internationalisation processes of companies, by specifically focusing on the activity of multinational companies and on decisions concerning the Foreign Direct Investment (FDI).

At the end of the course, students will:

1. be able to understand how trade policies and transport costs affect globalisation processes
2. have acquired the ability to identify the behaviour of companies that operate on international markets, both in operational and in organisational terms, and be able to distinguish these processes according to the company’s purposes and characteristics.
3. be able to understand the trend and role that foreign investments (FDI) play for the companies and economies of involved countries.

***COURSE CONTENT***

Module I - Part one (*Prof. Alessandro Baroncelli*)

1. *The concepts of internationalisation and globalisation and the evolution of the phenomenon of globalisation*
2. *Foreign market entry requirements: analysis, measurement of market attractiveness and market selection, forms of internationalisation*
3. *International firms’ organisational capacity*
4. *The internationalised company. Implications of internationalization on corporate functions.*
5. *Digital technologies and global strategies*
6. *International entrepreneurship*

Module II (*Prof. Marco Magnani*)

1. *International trade theories and their applications*
2. *Determinants, role and characteristics of FDI*
3. *Multinational companies*
4. *Factors determining country competitiveness*
5. *Change management*

***READING LIST***

The new “International Business” manual, that will be the course textbook, is being drafted. Details will be communicated to students at the beginning of the course, as soon as they are provided by the publisher.

Any further study content will be made available by the lecturers on the Blackboard platform.

***TEACHING METHOD***

The lectures will be divided into two modules that are held in parallel under the responsibility of the two lecturers. The first module refers to business cases while the second one aims to provide students with the tools for interpreting transformations occurring in the international context.

Testimonials from managers and/or entrepreneurs may be organised in order to better illustrate some of the manoeuvres described in the programme 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 the business cases meets three main objectives: a) analysis of the key issues addressed; b) discussion and analysis of strategic alternatives; c) discussion and analysis of the aspects related to the implementation of the management choices made by the companies. The cases discussed in class will not be a part of the examination.

In compliance with the indications of the Conference of Rectors and the provisions of the University, the course may be carried out online via asynchronous lectures, practical exercises and in-depth webinars, in whole or in part. The programme will be definitively indicated in September 2020.

***ASSESSMENT METHOD AND CRITERIA***

The learning outcomes are assessed through a written test.

Written test divided into two parts: the first part is a multiple-choice questionnaire while the second one includes open-ended questions that can be replaced by a group exercise provided by the lecturers.

The answers to the questions aimed at verifying the students’ learning of the theoretical foundations are evaluated according to their knowledge, reasoning and processing abilities as well as their argumentative skills in open questions.

The first part with multiple-choice answers is worth two thirds of the final mark (up to 20/30) while the second, or optional practical exercises, is worth one third (up to 10/30)

Further details are provided on the lecturer's Virtual Classroom page or on their *Blackboard* courses.

***NOTES AND PREREQUISITES***

*Prerequisites*: students must have acquired the main concepts taught during the micro and macroeconomics course and know the basics of international economics.

Students who intend to write their degree thesis with the course lecturers must submit their proposals for the projects they are interested in, elaborating them according to the instructions available on the Blackboard platform and/or on lecturers’ webpages and discuss them during office 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.