# Business Management (Internationalisation Process)

## Prof. Alessandro Baroncelli; Prof. Luigi Serio

***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.

***COURSE CONTENT***

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

1. *The concepts of internationalisation and globalisation and the evolution of the phenomenon of globalisation* (12 hours).
2. *Foreign market entry requirements: analysis, measurement of market attractiveness and market selection, forms of internationalisation* (6 hours).
3. *Comparative advantage and choice of location (10 hours).*

Module II - Part one (*Prof. Luigi Serio*)

1. *International companies’ organisational capacity (10 hours).*
2. *Human Resource Management at international level (6 hours)*

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

1. *The internationalised company. Implications of internationalisation on corporate functions (10 hours).*

Module II - Part two (*Prof. Luigi Serio*)

1. *Digital technologies and global strategies (3 hours)*
2. *International entrepreneurship (3 hours)*

***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.

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.

The written exam will be divided in two parts: the first includes multiple choice close-ended questions, the second consists in two open questions that can be replaced by a group exercise specified by the lecturers.

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.