**International Strategies**

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**Module I: International Management**

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

A country’s prosperity depends on its competitiveness, which is based on the productivity with which it produces goods and services. Firms, clusters and supporting agencies play important efforts in creating value and supporting their economic development as well as that of their regions and country. However, without such things as development of specialized

skills, infrastructures, and technology results might not be fully achieved. Governments, through their policies and programs, are responsible for these actions and represent a main stakeholder in the competitiveness arena.

While sound macroeconomic policies, stable legal and political institutions, and improving social conditions create the potential for competitiveness, wealth is actually created at the microeconomic level. The sophistication and productivity of firms, clusters and the dynamic business environment represent a key variable that governments sustain and support with actions. The course, briefly discusses firms’ and clusters’ strategies and actions to support their competitiveness and then focuses the analysis on the complementary role of governments in making it happen.

A global framework analyzing the determinants of public management interventions will be presented and discussed. This course presents many tools and techniques that public agencies have developed to play an active and key role in the competitiveness arena, efficiently coordinating public resources and actions with firms’ and clusters’ initiatives.

This course has the following learning outcomes:

* To provide students with an in-depth understanding of the principles and practice of selected topics in International business seminar.
* To provide students with a solid understanding of the principles and practice of making business in specific location.
* To provide students with knowledge of the principles of competitiveness and economic development.

On completion of this module students will be able to:

* Analyze the competitive advantage of a location.
* Understand the role of Government in promoting competitiveness.
* Provide suggestion on how to support cluster development.

The students will be assessed on three different aspects:

* By means of their Research Paper students must demonstrate that they have acquired advanced theoretical and practice-relevant knowledge in the areas of international competitiveness, globalisation trends, and structural shifts between major regions of the world economy. They also need to deal with and analyse in detail the structural changes in the leading industrialised countries, e.g. the rise and collapse of the “New Economy” and its current resurgence and – in this context – the significance of research and development. Moreover, they are expected to analyze and evaluate current economic policy issues with regard to the challenges of globalization.
* The presentation of the Research Paper will also be evaluated. Students will be expected to be able to present a summary of the main content of their paper in a concise way using current presentation tools.
* The presentation will be followed by a discussion between the participants of the seminar. The presenting student is expected to answer questions on the topic and demonstrate convincingly that his/her position is based on sound knowledge and in-depth research work. Students will also be assessed on their performance in this respect.

***COURSE CONTENT***

The participants shall acquire advanced knowledge of recent theoretical and practical issues dealing with international competitiveness, economic development and globalisation, structural shifts between world regions, and patterns of structural change within major countries. In particular, deeper insights into the causes of the major shifts in international competitiveness will be discussed such as the rise, fall and rebirth of the so-called “New Economy” as well as the innovative thrust through research and development. Based on this analysis, the students will be in a position to analyse and evaluate the implications of the international shifts in competitiveness for our socio-economic system and for national and European structural policies with their technological as well as regional dimensions.

***READING LIST***

M. Porter, *On Competition,* Harvard Business School Press, 1998.

Demattè, Perretti, Marafioti (a cura di) Strategie di internazionalizzazione, Egea Ultima edizione disponibile

***TEACHING METHOD***

The course mixes teaching lectures, guest lectures and plenary debates about case studies.

Students are requested to read the case study in advance. Discussion questions about each case study in the syllabus will be made available on the course library. Students will be asked to prepare for the discussion, to turn in brief responses to three selected case discussions, and actively interact in class discussion.

***ASSESSMENT METHOD***

Attending students:

Quality of a prepared research paper (35%); final exam (45%) and indivudual assignment.

Dates for the presentations and the submission dates for the group projects will be discussed on the first day of the module.

Not attending students :

Final exam based on open questions on: Strategie di internazionalizzazione, (Demattè, Perretti, Marafioti) Egea Ultima edizione disponibile

***NOTES AND PREREQUISITES***

The course is introductory; therefore, it does not require prerequisites related to the contents.

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.

**Module II - International Contract Law**

Professor Francesco Zecchin

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

The course aims to provide students the basic legal knowledge and the methodological tools to understand the complex system of international contracting. The course also sets out to explain the meaning and practical implications of the contractual clauses and contents most often used in international trade.

At the end of the course the student:

* will have learnt the meaning and the importance of the most commonly used legal terms in international trade;
* will know the main contract models (essential lines) and agreements’ closure;
* will be able to manage negotiations and contract performance-related risks.

***COURSE CONTENT***

International contracts regulations – Private autonomy – European legislation –– International conventions – National legislations – Solving international litigations – Private autonomy – European legislation –– International conventions – National legislations - Techniques for drawing up, performing, and terminating of international contracts – Main international trade contracts.

***READING LIST***

F. Bortolotti, *Il contratto internazionale. Manuale teorico pratico,* Cedam, Padova, ed. 2017, with reference to chapters I, II, III, V, VI, VII (no § 7.6, 7.9 e 7.10).

The lessons slides will be available on Blackboard. During the course a series of essay will be indicated to deepen of the topics of the lessons.

***TEACHING METHOD***

Lectures on theory with the support of slides, illustration of study cases, discussions on specific topics, and participations of managers.

***ASSESSMENT METHOD AND CRITERIA***

The exam is written both for attending and non-attending students, even if it is differentiated in contents. This differentiation is due to the fact that attending lectures will give to the students the possibility to deepen the topics of the course with up-to-date analysis, case studies and managerial evidence.

For attending students, the exam is based on 3 open questions about lectures contents, study cases and managerial evidence.

For non-attending students, the exam is based on 3 open questions about exclusively the chapters of the book indicated in the bibliography.

The exam will take 90 minutes at a whole. Each question carries a mark of 10/10, and the final mark is out of 30.

The aim of examination is to assess the level of knowledge and understanding of candidate. Students are expected to prove that they know and control key concepts of international contract law. The relevance of the answers, the adequate use of specific vocabulary, the reasoned and coherent structuring of the speech, the ability to identify conceptual links and open questions will contribute to the assessment.

***NOTES AND PREREQUISITES***

Attendance at the course, although not compulsory, is strongly recommended. The teaching material provided during the course and any material useful for exam preparation will be made available online.

The course is introductory; therefore, it does not require prerequisites related to the contents. However, interest and curiosity about the relevance of law in a business’ internalization process.

***OFFICE HOURS FOR STUDENTS***

Updated timetables on office hours are permanently available on the professor’s personal page at <http://docenti.unicatt.it/>.