

Programme of "Management e governance delle imprese internazionali" – "Management and governance of International Corporations"		
Number of ECTS credits: 9 (workload is 63 hours; 1 credit= 25 hours)		
Code M0042 Compulsory 2nd Cycle in Economics, 1st year, 1st semester Professor Paola Olimpia Achard		
1	<b>Course objectives and Learning outcomes</b>	<p>The objective of the course is the analysis of the internationalization process of businesses and the factors that influence its potential trajectories. Such analysis will focus on the management of the corporate activities from an international perspective. Furthermore, the course aims to provide students the tools to analyze the international management topics, which have gained relevance during the past years; particular interest will be given to the re-design of business models, the establishment of international networks, the difficult tradeoff between standardization and the local customization of supply, and to the organizational innovations of the supply chain, with a deepen to the finance aspect.</p> <p>Methodologically, students will work on team projects in order to apply the theoretical tools and models presented; these projects will allow students to gain a deeper understanding of the studied topics in a concrete operational and simulated context.</p>
2	<b>Dublin descriptors</b>	<p>Students are introduced to issues concerning:</p> <ul style="list-style-type: none"> <li>▪ Scenarios and trends of internationalization of corporations,</li> <li>▪ Strategies to enter a foreign market,</li> <li>▪ Characteristics and critical aspects of multinationals,</li> <li>▪ Organizational models, management of operations, marketing, and human resources of multinationals.</li> </ul> <p>On successful completion of this module, the student should</p> <ul style="list-style-type: none"> <li>- have profound knowledge of businesses internationalization process;</li> <li>- identify and manage the international corporate governance models;</li> <li>- manage the change and challenge of internal and external environment;</li> <li>- demonstrate ability in having a systematic perception of business issues;</li> <li>- demonstrate capacity for reading and understand other texts on related topics.</li> </ul>
3	<b>Prerequisites and learning activities</b>	The student must know the basic notions of business value creation, corporate and business strategy and organizational models.
4	<b>Teaching methods and language</b>	<p>Italian textbooks:</p> <ul style="list-style-type: none"> <li>• Caroli M. (2016), Gestione delle imprese internazionali, III edizione, Ed. McGraw-Hill Companies, ISBN: 9788838668982;</li> <li>• Fontana F., Boccardelli P. (2015), Corporate Strategy. Una prospettiva organizzativa e finanziaria per la crescita, Ed. Hoepli, ISBN: 9788820363055.</li> </ul> <p>English textbooks:</p> <ul style="list-style-type: none"> <li>• Grant R. M. (2016), Contemporary Strategy analysis: text and</li> </ul>

		<p>cases edition, 9<sup>th</sup> edition, Wiley, ISBN: 9781119120841.</p> <p>Reading list: papers provided in class (in English)</p> <p>Lectures will aim to illustrate the fundamental concepts of the topics of the course by referring to the proposed articles of the textbooks and by providing additional complementary references and examples. Moreover, many case studies of multinational corporations will be provided to students in order they acquire a concrete learning skill on how to interpret the international management issues, which are more frequent among multinationals.</p> <p>Furthermore, intermediate tests or assignments will be given to students so they can validate their preparation. These assignments cannot be exempted.</p>
5	<b>Assessment methods</b>	<p>The course includes an oral exam. In the case of a high number of students signing off to one exam session, the teacher has the faculty of giving students a written exam to test their understanding of the basic concepts that are mandatory to pass the course. The student will have access to the oral exam only upon successfully passing the written test.</p>