

Course of study in
"Economics, management and international markets- [L-33].
 a.y. 2021/2022

SUBJECT
Economics and management of international enterprises

SDS: **SECS-P/08** - ECT: 6
 II YEAR; I SEMESTER

Lecturer: **Prof. Giuseppe Veronico**
 Disciplinary tutor: **Dr. Aramona Dilauro**

<p>Qualification and scientific background of the lecturer</p>	<p>He has been a chartered accountant, auditor and researcher for over thirty years in the field of accounting and taxation, with a particular interest in the establishment and management of international companies in non-EU countries. He has been teaching for a decade both at the Politecnico di Bari and for the University of Bari at the Department of Economics.</p>
<p>Description of contents and subdivision of the programme into teaching modules</p>	<p>TABLE AND DEFINITION OF CONTENTS</p> <p>The course consists of 2 modules:</p> <ul style="list-style-type: none"> ➤ Module 1 - International enterprises <ul style="list-style-type: none"> ▪ The dynamics of foreign trade. ▪ The relevant competitive environment for the foreign enterprise. ▪ Distinctive resources and competencies in the foreign enterprise system. ▪ Foreign direct investment. ▪ The international presence of SMEs. ▪ Success factors and criticalities in SMEs abroad. ➤ Module 2 - Management and Organisation of International enterprises

	<ul style="list-style-type: none"> ▪ Strategic market management: direct and indirect exports. ▪ Organisation and strategic management of an international corporation. ▪ The financial function between traditional paradigms and new perspectives. ▪ International human capital management. ▪ Analysis of international markets and communication and distribution policies. ▪ Market analysis: international communication and distribution policies.
<p>Abstract</p>	<p>The course aims to provide basic knowledge about the internationalisation processes of enterprises, analysing their strategic rationale and decision-making methods. Particular attention is paid to the marketing tools available to enterprises and how they should be balanced in order to achieve competitive advantage. The main aspects of the operational management, related to internationalisation activities, are also addressed.</p>
<p>Learning objectives</p>	<p>The course aims to provide basic knowledge about the internationalisation processes of enterprises, analysing their strategic rationale and decision-making methods. Particular attention is paid to the marketing tools available to enterprises and how they should be balanced in order to achieve competitive advantage. The main aspects of the operational management, related to internationalisation activities, are also addressed.</p>
<p>Expected learning outcomes</p>	<p>A. Knowledge and understanding</p> <p>By the end of the course, students must have acquired knowledge and the ability to understand the main dynamics that characterise the global economy and international trade - in particular with reference to international trade flows by sectors and geographical areas, investment flows and the role that Italian companies play in the international scenario - and how these dynamics affect the strategic choices of companies. They must also have acquired the ability to analyse foreign market management processes. They must also have acquired basic knowledge of internationalisation and marketing strategies.</p> <p>B. Applied knowledge and understanding</p>

	<p>Students should be able to appropriately and flexibly apply the acquired knowledge to analyse, understand and solve situations and problems related to the management of internationalisation strategies. They should also possess applied knowledge in the management of international marketing mix planning.</p> <p>C. Autonomy of judgement Students should have the ability to link the knowledge acquired during the course into integrated and unitary schemes and to deal with complex problems independently and with their own judgement.</p> <p>D. Communication skills Students are expected to acquire clear and effective communication skills, thanks to a good command of the vocabulary relating to the topics covered during the course. The teaching methods with which these results will be achieved will consist of: lectures, testimonials, analysis and discussion of business cases, group work and in-depth seminars, production of papers.</p> <p>D. Learning ability Students must have developed good learning skills, enabling them to deepen the knowledge acquired during the course by undertaking subsequent courses of study on the internationalisation of businesses, and to acquire new knowledge, skills and abilities through professional and work experience.</p>
<p>Skills to be acquired</p>	<p>EXPECTED RESULTS</p> <p>A. Knowledge of some cutting-edge topics within the subject studied. International phenomena and their effects on EU and non-EU territories will be analysed.</p> <p>B. A professional approach to work and possession of appropriate skills to devise arguments, support them and solve problems within the subject studied. Ability to collect and interpret data useful for making independent judgements. The student should be able to face and solve globalisation phenomena of both SMEs and Multinationals.</p>

	<p>C. Ability to communicate information, ideas, problems and solutions to specialists and non-specialists. The analysis of consolidated financial statements will enable specialists to understand and solve international problems, while non-specialists will be provided with graphic solutions.</p> <p>D. Ability to undertake further studies with a high degree of autonomy. Multidisciplinary knowledge of the case studies covered by the course.</p>
Didactics organisation	<p>DIDACTICS PROVISION</p> <ul style="list-style-type: none"> ➤ 6 hours of recorded video lessons available on the platform. ➤ 2 synchronous meetings on the platform. ➤ Podcasts of all the above-mentioned video lessons. <p>INTERACTIVE DIDACTICS</p> <ul style="list-style-type: none"> ➤ 1 course orientation forum; ➤ 2 thematic follow-up forums (1 per module); ➤ possibility to carry out work in groups; ➤ 2 structured <i>e-activities</i> (as described in the section “<i>in itinere assessment methods</i>”). <p>SELF-LEARNING</p> <p>Teaching materials are provided for each module: in-depth thematic studies, articles and slides by the lecturer, open access readings, online resources, reference bibliography, etc.</p>
Recommended examination texts	<ul style="list-style-type: none"> ➤ Caroli M. (2020), <i>Economia e gestione sostenibile delle imprese</i>, Mc Graw Hill, Rome. ➤ Musso F., Francioni B. (2019), <i>Marketing per i mercati esteri</i>, Egea, Milan.
In itinere assessment methods	<p>Access to the final examination is subject to the following 2 e-activities:</p> <ul style="list-style-type: none"> ➤ E-activity 1 -Module 1: Paper on a theme proposed by the lecturer.

	➤ E-activity 2 - Module 2: Questionnaire consisting of 2 open-ended questions.
Procedure for the final examination	The assessment of learning will take the form of an oral interview on the course contents and on the final report submitted, if any. The grade (min 18, max 30 with possible honours) is determined by the level of performance for each of the following dimensions of the oral interview: mastery of contents, appropriateness of definitions and theoretical references, clarity of argument, command of specialist language.
Language of instruction	Italian