



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Global Management

2021-2-F7701M097

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#### Learning objectives

The course is aimed at presenting managerial issues regarding internationalization processes of the firms and the management of internationalized firms. Students will acquire knowledge and competences that allow them to understand the phases, the decisional processes, the criticalities and the tools that characterize the management of firms in an international perspective.

#### Contents

The course aims at deepening the main issues related to the internationalization process, the strategic decisions concerning mode of entry in foreign countries and international management of the value chain, as well as the peculiarities that characterize the main areas of the management of the transnational firms.

#### Detailed program

##### 1) The international context and the internationalization process of firms

- Firms internationalization: state of the art and trends
- The process of international expansion of firms
- The internationalization of SMEs

2) The strategies and the organizational aspects of international expansion

- Entry strategies: export, strategic alliances and foreign direct investments
- The internationalization of the value chain
- The role and the activities of the headquarter and the subsidiaries

3) The management of business functions in the multinational enterprise

- The sustainable management of the multinational enterprise
- Human resource management
- Marketing
- Finance

## **Prerequisites**

## **Teaching methods**

Lectures.

During the Covid-19 emergency lectures will be held remotely in asynchronous mode with some synchronous videoconferences.

## **Assessment methods**

Written final exam on the whole program, with multiple-choice and open questions.

The final grade is calculated as a sum of the scores obtained in the single questions; the maximum score of single questions will be indicated during each test.

## **Textbooks and Reading Materials**

Caroli M., "Gestione delle imprese internazionali", IV edizione, McGraw Hill, 2020

World Investment Report 2020 (annual report) – "Key messages" (pag. X-XVI), Chapter 1 "Global investment trends and prospects" (pag.1-25), disponibile su [www.unctad.org](http://www.unctad.org)

Ghemawat P., "Distance Still Matters. The Hard Reality of Global Expansion", Harvard Business Review,

september 2001 (available online and through the University's Electronic Resources)

**Semester**

I semester

**Teaching language**

Italian

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