



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Global Management

2223-2-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**

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## **Teaching methods**

Lectures and case studies with guest lecturers.

## **Assessment methods**

Written final exam on the whole program (with optional oral examination at the request of the teacher or student)

The written test consists of:

- multiple-choice questions, aimed to verify in an extensive way the student's knowledge about the whole course program,
- open questions, aimed to assess more in-depth the student's knowledge and understanding of specific topics of the course and their discipline-specific communication skills; open questions include both quite specific questions (which require a short answer) and questions on wider issues (which require a longer answer).

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

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)

Prahalad C.K., Hart S.L., Strategy+ business. "The Fortune at the Bottom of the Pyramid", 2002, issue 26, pp. 2-14, <https://www.strategy-business.com/article/11518?gko=9b3b4>

World Investment Report 2022 (annual report) – "Key messages" (pag. XI-XVII), Chapter 1 "Global investment trends and prospects" (pp.1-51), [www.unctad.org](http://www.unctad.org)

## **Semester**

I semester

## **Teaching language**

Italian

## **Sustainable Development Goals**

RESPONSIBLE CONSUMPTION AND PRODUCTION | PARTNERSHIPS FOR THE GOALS

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