

General Information	
Academic subject	Management and International Strategy
Degree course	Master degree in Economics and Strategies for International Markets / Laurea magistrale in Economia e Strategie per i Mercati Internazionali (ESMI)
Curriculum	none
ECTS credits	8
Compulsory attendance	No
Language	Italian integrated with study material is in English

Subject teacher	Name Surname	Mail address	SSD
	Mario Carrassi	mario.carrassi@uniba.it	SECS P07

ECTS credits details			
Basic teaching activities	Area of study Economia Aziendale	Credits 8	

Class schedule	
Period	II semester
Year	2017-2018
Type of class	Lecture, seminars, case studies

Time management	
Hours	200
In-class study hours	56
Out-of-class study hours	144

Academic calendar	
Class begins	
Class ends	

Syllabus	
Prerequisites/requirements	
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>The course aims:</i></p> <ul style="list-style-type: none"> <i>to examine the reasons behind the expansion process of companies abroad;</i> <i>to discern the problems that arise in the various stages of international development by identifying the most significant variables,</i> <i>to analyse the various ways and strategies by which the process of internationalization is realized;</i> <i>to examine the conditions of balance, the organizational structures and the forms of management of the companies that operate beyond national borders.</i> <p><i>The course includes a part of frontal lectures, seminars and individual and group presentations on 'case studies'.</i></p>
Course program	<p>Module I</p> <ul style="list-style-type: none"> - Theories of internationalization. - The internationalization strategies. - Launching and developing of the internationalization process. - Ethical Aspects of Internationalization. <p>Module II</p> <ul style="list-style-type: none"> - Opportunities and risks of the internationalization

	<p>processes.</p> <ul style="list-style-type: none"> - Constraints to international growth. - The problems of relocation. - Access to resources. - The direct presence on international markets: advantages and obstacles. - Methods of international expansion. - Settlement choices. - Human resources and organization. - The different structures of international partnerships. <p>Cases of study and seminars.</p>
Bibliography	<p>DEMATTE' C-. MARAFIORI E, PERRETTI F., Strategie di internazionalizzazione, Milano, Egea, 2013. Study material distributed during the course</p>
Notes	
Teaching methods	Lectures integrated by seminars, group and individual presentations and case studies
Assessment methods (indicate at least the type written, oral, other)	Oral exam
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<p>Knowledge of the international business development dynamics and of the internationalization strategies. Ability to analyze the problems that arise in the various stages of the international process.</p>
Further information	