Syllabus

Course Description

Course Title	International Management
Course Code	27340
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Bachelor in Economics and Management
Other Degree Courses (Loaned)	
Lecturers	dr. Tun-I Hu, TunI.Hu@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48974
Teaching Assistant	
Semester	Second semester
Course Year/s	3
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	
Contents Summary	• To provide students the necessary understanding of the scope and function of international business theory and practice. • To provide students the necessary understanding regarding the impact of globalization, digitalization and other trends on business organizations and strategies and on how managers can deal with these issues. • To provide students the necessary understanding of how business practices vary widely across regions and countries. • To provide students the necessary understanding of "how to" formulate and evaluate winning global strategies.

Course Topics	-Globolization and localization -The importance of culture difference -International market entry strategy -International v.s. domestic marketing -International product differentiation -International human resource management -Coordination with international team -Digitalization in interantional management
Keywords	Globalization, culture, market entry, product differentiation, digitalization
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lectures with slides, case study and discussion. In person teaching.
Mandatory Attendance	Attendance not compulsory but strongly recommended
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 Knowledge and understanding ILO 1.1 knowledge of business and organisational models ILO 1.2 knowledge of business decision-making methods and strategic management ILO 1.3 understanding of social responsibility, consumer protection, sustainable marketing ILO 1.4 knowledge of concepts, models and tools for critically analysing business and corporate strategies ILO 1.5 understanding of different management theories and organisational behaviour and their relevance to different business and economic contexts ILO 1.6 in-depth knowledge of international marketing, the management of multinational companies, the analysis of consumer behaviour or the management of operational and technical functions ILO 2 Ability to apply knowledge and understanding ILO 2.1 be able to apply concepts, models, tools and techniques suitable for analysing markets, market strategies, programmes and

	activities through teamwork, and to communicate research results in accordance with international professional standards in three languages: Italian, German and English ILO 2.2 knowing how to formulate strategies and identify the critical steps in the implementation of a competitive strategy ILO 2.3 know how to apply appropriate analysis tools and models to evaluate the strategic choices and strategies implemented by companies ILO 2.4 knowing how to communicate the results of strategic analyses elaborated according to international professional standards in three languages: Italian, German and English ILO 3 Making judgements ILO 3.1 identify the most important problems in complex decision-making situations ILO 3.2 perform a critical analysis of facts and situations to be addressed ILO 3.3 use logical reasoning to combine information and analytical methods, also using modern software packages, to arrive at a solution ILO 4 Learning ability ILO 4.1 analyse, critically process and integrate data, information and future experience, also using advanced software
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Closed-book written final exam on the entire material covered during the course with both multiple choice questions and short questions on two levels: one designed to check knowledge and understanding on terms of indicated objectives, the other designed to verify the capacity for applying this knowledge and this understanding in reasoning (ILOs 1.1-1.6, 2.1-2.4, 3.1-3.2) There is no different assessment between "attending" students and "non-attending" students.
Evaluation Criteria	--Accuracy and completeness of the answer

	--Correct selection in the multiple-choice section --Focus on answering the question A positive rating (18/30) is obtained with 50% correctly answered questions. With 90%, the full rating (30/30) is achieved. If more than 90% of the questions are answered correctly, the addition "c.l." is awarded.
Required Readings	• All slides publised in the reserve collection.
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Partnerships fot the goals, Industry, innovation and infrastructure