

# Syllabus

## *Course Description*

<b>Course Title</b>	International Management
<b>Course Code</b>	27340
<b>Course Title Additional</b>	
<b>Scientific-Disciplinary Sector</b>	ECON-07/A
<b>Language</b>	English
<b>Degree Course</b>	Bachelor in Economics and Management
<b>Other Degree Courses (Loaned)</b>	
<b>Lecturers</b>	
<b>Teaching Assistant</b>	
<b>Semester</b>	Second semester
<b>Course Year/s</b>	3
<b>CP</b>	6
<b>Teaching Hours</b>	36
<b>Lab Hours</b>	-
<b>Individual Study Hours</b>	-
<b>Planned Office Hours</b>	
<b>Contents Summary</b>	<ul style="list-style-type: none"><li>• To provide students the necessary understanding of the scope and function of international business theory and practice.</li><li>• 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.</li><li>• To provide students the necessary understanding of how business practices vary widely across regions and countries.</li><li>• To provide students the necessary understanding of "how to" formulate and evaluate winning global strategies.</li></ul>
<b>Course Topics</b>	
<b>Keywords</b>	
<b>Recommended Prerequisites</b>	

<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	
<b>Mandatory Attendance</b>	Attendance not compulsory but strongly recommended
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>Knowledge and understanding</p> <p>Area: Understanding corporate management</p> <p>Knowledge of business and organisational models</p> <p>Knowledge of management and target agreements, plans and organisational functions</p> <p>Knowledge of methods of corporate decision-making and strategic management</p> <p>Knowledge of decision-making concepts and models for the introduction of new products, pricing, distribution channels and (digital) means of communication</p> <p>Understanding of social responsibility, consumer protection, sustainable marketing</p> <p>Knowledge of concepts, models and tools for critically analysing business and corporate strategies</p> <p>Understanding of various management theories and organisational behaviour and their significance in the context of different businesses and different business-economic contexts</p> <p>In-depth knowledge in the areas of international marketing, management of multinational companies, analysis of consumer behaviour or management of operational and technical functions</p> <p>In-depth knowledge and understanding of management control</p> <p>Knowledge of the underlying mechanisms for effective communication of theoretical and empirical business topics in three languages: Italian, German and English</p> <p>Ability to apply knowledge and understanding</p> <p>Area : Economics</p> <p>be able to recognise and analyse the evolution of corporate structures and the development of organisational forms</p> <p>be able to correctly apply management principles and theoretical models as well as empirical analysis tools to complex problems in typical management situations in the appropriate context</p> <p>be able to apply appropriate concepts, models, tools and techniques to analyse markets, market strategies, programmes and activities in teamwork and communicate research results in accordance with international professional standards in three</p>

	<p>languages: Italian, German and English</p> <p>be able to formulate strategies and identify critical steps in the implementation of a competitive strategy</p> <p>be able to apply appropriate analytical tools and models to evaluate the strategic choices and strategies adopted by companies</p> <p>be able to apply the specific tools of auditing in different contexts of business reality</p> <p>be able to communicate the results of strategic analyses prepared according to international professional standards in three languages: Italian, German and English</p>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	
<b>Evaluation Criteria</b>	
<b>Required Readings</b>	
<b>Supplementary Readings</b>	
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	