

Syllabus

Course Description

Course Title	International Management
Course Code	27340
Course Title Additional	
Scientific-Disciplinary Sector	SECS-P/08
Language	English
Degree Course	Bachelor in Economics and Management
Other Degree Courses (Loaned)	
Lecturers	
Teaching Assistant	
Semester	Second semester
Course Year/s	3
СР	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	
Keywords	
Recommended Prerequisites	

Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	Attendance not compulsory but strongly recommended
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Specific Educational	Knowledge and understanding
Objectives and Learning	Area: Understanding corporate management
Outcomes	Knowledge of business and organisational models
	Knowledge of management and target agreements, plans and
	organisational functions
	Knowledge of methods of corporate decision-making and strategic
	management
	Knowledge of decision-making concepts and models for the
	introduction of new products, pricing, distribution channels and
	(digital) means of communication
	Understanding of social responsibility, consumer protection,
	sustainable marketing
	Knowledge of concepts, models and tools for critically analysing
	business and corporate strategies
	Understanding of various management theories and organisational behaviour and their significance in the context of different
	businesses and different business-economic contexts
	In-depth knowledge in the areas of international marketing,
	management of multinational companies, analysis of consumer
	behaviour or management of operational and technical functions
	In-depth knowledge and understanding of management control
	Knowledge of the underlying mechanisms for effective
	communication of theoretical and empirical business topics in three
	languages: Italian, German and English
	languages. Italian, German and English
	Ability to apply knowledge and understanding
	Area: Economics
	be able to recognise and analyse the evolution of corporate
	structures and the development of organisational forms
	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
	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

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