INTERNATIONAL TRADE
2024-2025
Lecturer Massimiliano Di Pace

Syllabus

The teaching is aimed at providing students with the ability of understanding and implementing concepts, knowledge, know-how, tools, good practices relating to international trade, chiefly from the operational perspective required at business level, after a necessary introduction to Wto trade rules, as outlined in its 6 main agreements.

At the end of the course, participants, thanks to the interactive relationship with the lecturer, and to internet surfing, should be able to use the most important means available in the framework of international trade, so as to carry out a set of tasks and activities for companies engaged in export operations, as well as for public institutions supporting economic operators, or anyway to be ready to tackle them.

A special focus will be devoted to practical needs for firms operating in international sales, especially those relating to markets assessment, foreign clients scouting, international marketing strategies, international negotiations, international contracts, international payments and guarantees, international transportation.

In all those fields, problems and solutions will be examined, as well as related aspects will be considered, such as the protection of intellectual property rights.

In short, the cycle of seminars will deliver skills and know-how requested for the export manager position, which is often a vacancy in the 130,000 exporting Italian companies, and in the millions of exporting enterprises around the globe.

Topics

Lecture 1
Concepts of globalisation, internationalisation, principles of trade rules and Wto agreements
(February 20th, 14-17)

Lecture 2
Market assessment and Business Intelligence I part (February 21st, 14-16)

Lecture 3
Market assessment and Business Intelligence II part (February 27th, 14-17)

Lecture 4
International marketing strategies (February 28th, 14-16)

Lecture 5
International negotiations (March 6th, 14-17)

Lecture 6
International contracts (March 7th, 14-16)

Lecture 7
International payments and guarantees (March 13th, 14-17)

Lecture 8
International transportation and Incoterms (March 14th, 14-16)

Attendance and Exam

Lectures will be provided in classroom in traditional face-to-face teaching.

For all students, the lecturer is available for email communications.

Only students attending at least 80% of the scheduled lectures (that is 6 out of 8) will be allowed to obtain the 3 CFUs valid for the Extra-Activities.

In order to obtain the 3 CFU credits for the extra activities, students are required to pass an oral exam, based on 3 questions aimed at verifying the knowledge and abilities stemming from the participation to the course.

The first question is on the theoretical part of the course (Lectures 1-2), the second question on the part relating to export techniques (all other lessons), and the third on the search of data contained in official websites providing useful information for the management of an export operation, as explained during the teaching.

There will be 2 dates of exam, and the first one is scheduled on March 31st, 14.00

Registration and Deadline

The deadline for registration is 1 day before the start of course.

Texts

In order to pass the exam, students have to study lecturer's slides, which are sent to attending students via email. Moreover, students will receive in class (using a memory stick) a folder with further materials, useful not for the exam, since for executing business operations relating to international trade.

Bibliography

Optional:
- Ebook "Export is more than export: Strategies, Tools and Decisions", author Massimiliano Di Pace, editor Federmanager Academy, April 2022 (free download);
- Ebook "Il business plan per l'internazionalizzazione" (The business plan for enterprises internationalisation), editor FiscoeTasse (Maggioli Editore), author Massimiliano Di Pace, Isbn 9788891640680, February 2020 (in Italian language);
- Ebook "Wto" (delivered by the lecturer).

Contacts

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