



ECONOMICS OF ENTERPRISES' INTERNATIONALISATION

3 credits

Lecturer: Massimiliano Di Pace

Objectives of the course

The teaching is aimed at improving the ability of participants to understand and to use concepts, knowledge, know-how, tools relating to international trade, from the macroeconomic point of view as well as from the operational perspective necessary at business level.

At the end of the course, the 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 and public institutions, or anyway to be ready to tackle them.

A special focus will be devoted to practical needs for companies engaged in international trade.

In particular markets assessment, international marketing strategies, contracting, handling international payments and guarantees, as well as organising transportation, will be examined and solutions will be proposed.

In short, the course will deliver skills and know how requested for the export manager position, which is often a vacant position in the 20.000 exporting Italian companies, and in the hundreds of thousands exporting enterprises around the globe.

Program

Each lectures takes 3 hours

Concepts of globalisation, internationalisation and principles governing world trade rules
October 3rd 14.00 – 17.00

The Wto agreements I
October 4th 14.00 – 17.00

The Wto agreements II
October 10th 14.00 – 17.00

Market assessment
October 11th 14.00 – 17.00

Introduction to international marketing strategies
October 17th 14.00 – 17.00

International contracts and Vienna Convention
October 18th 14.00 – 17.00

International payments and guarantees
November 21st 14.00 – 17.00

International transportation and Incoterms
November 22nd 14.00 - 17.00