

Major

International Business

The Major **International Business** aims to introduce students to the **challenges related to globalization, international competition and reshoring** in the post-Covid-19 era. Students will learn how to manage firms operating in foreign markets and how to set-up the internationalization process of an enterprise dealing with **different and distant cultural, socio-economic, institutional and business environments**.

Invest in Foreign Markets Lab (ING-IND/35)

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International Economics(SECS-P/02)

Economics and Management of Multinational Enterprises (ING-IND/35)

International Markets and European Institutions (SECS-P/02)

Development Economics (ING-IND/35, SECS-P/01)

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Laboratory

Invest in Foreign Markets Lab

Expected Learning Outcomes

The Lab aims at providing theoretical and practical skills to set up, manage and expand a foreign venture. Students will learn to:

- Define an **international business strategy** and design the **business plan** of a company investing **in foreign markets**;
- Minimize **cross-border** (country and currency) **risks**;
- Planning a **global (out) sourcing venture** and managing a strategic partnership;
- Organize a **cross-country logistics** and transportation;
- Set up an **international digital marketing and e-commerce strategy**;
- Design an architectural organization that is consistent with the international business strategy and managing **international human resources and multiculturalism**;
- Understand how to launch and finance a **“born-global” start-up**;
- Select the **governance programs supporting internationalization**;
- Face an **interview and a recruiting process in a multinational firm**;
- Negotiate the **legal framework** of an international outsourcing contract;
- Identify the opportunities of **partnerships between MNEs and NGOs**;
- Interact with and learn from **top managers**;
- Cooperate and compete with peers to solve an **international business project**.

Learning Experience

Students will be involved in **theoretical lectures, exercises, case studies, business talks, role plays and simulations** provided by **professors from Politecnico di Milano and by Business Executives** from Multinational and Consultancy Companies, who will directly transfer their **expertise** and **experience** to the Lab participants.

Additionally, students will gain practical skills by taking part to different **project works in collaboration with Alibaba**, which will allow to directly apply the knowledge and capabilities developed during the Lab **to design a real international business plan for a real company**. The projects will be **developed in teams composed of both students from Politecnico di Milano and students from other universities** (working at distance) **within the “X-culture” challenge** (<http://x-culture.org/>).

Professors

Prof. Stefano Elia (stefano.elia@polimi.it)

Examples of involved companies

Alibaba, Amazon, SACE, Il Sole 24 ORE, Italian SMEs involved in the project