



POLITECNICO
MILANO 1863

DIPARTIMENTO DI
INGEGNERIA GESTIONALE

International Business *2020-21*

Lucia Tajoli, lucia.tajoli@polimi.it

Stefano Elia, stefano.elia@polimi.it

International Business



Born Global?



"business organisations that, from inception, seek to derive significant competitive advantage from the use of resources and the sale of outputs in multiple countries"

International Economics



International trade



Financial crisis



Exchange rates



Pandemics

The role of institutions



WORLD TRADE
ORGANIZATION



The emerging economies



New trends: global (out)sourcing

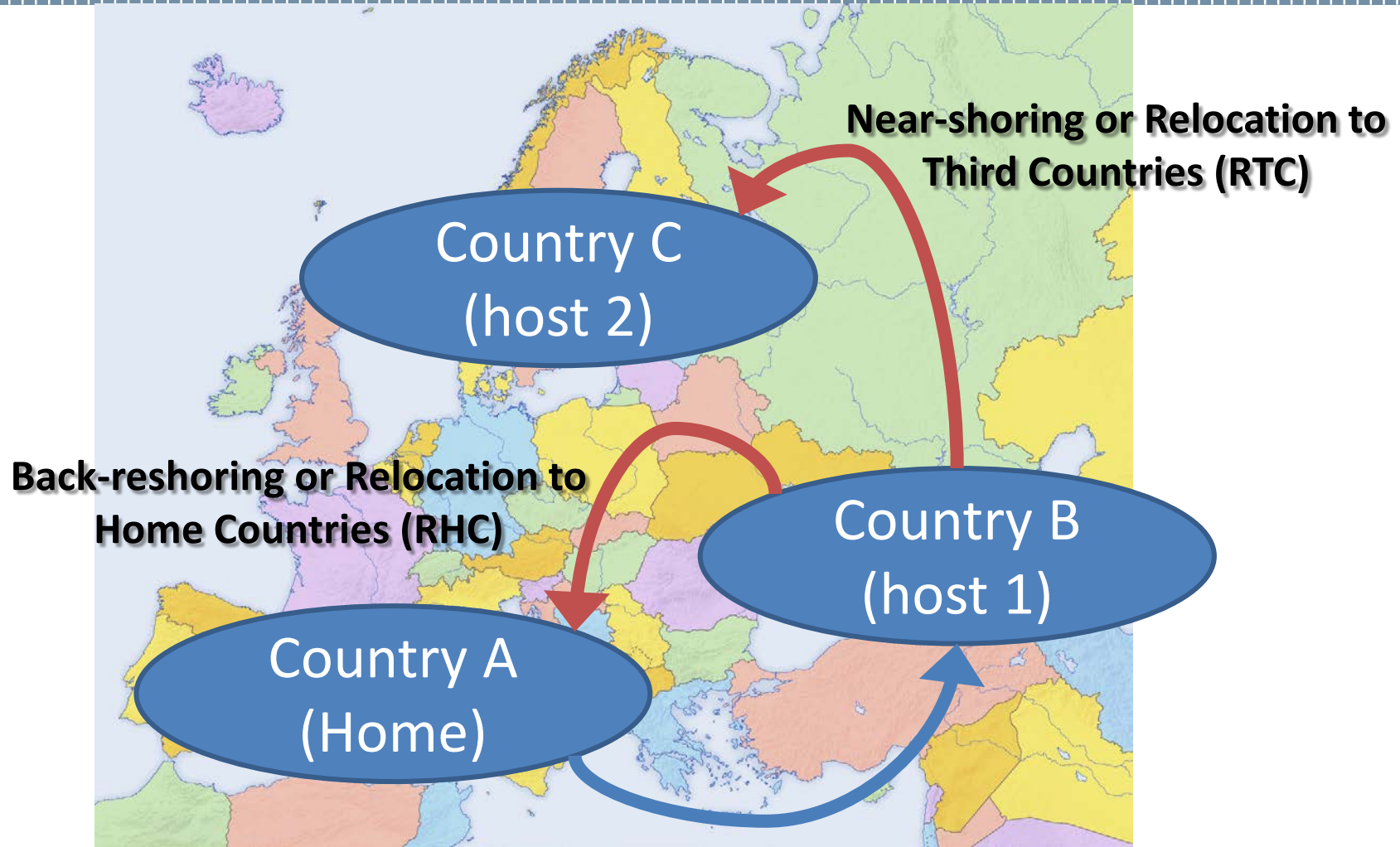
- Uber, the world's largest taxi company, owns no vehicles.
- Facebook, the world's most popular media owner, creates no content.
- Airbnb, the world's largest accommodation provider, owns no real estate.
- Alibaba, the most valuable retailer, has no inventory.

Something interesting is happening

...a new international business model?

(source: <http://www.independent.co.uk>)

New trends: reshoring



Other trends (and good topics for thesis..)

- **The role of new technologies:** will they support or reduce international business? Will they reduce or increase employment in MNCs?
- **Micro-foundation of IB strategies:** how does the individuals (i.e. managers or owners of founders) characteristics and experience affect MNCs and start-ups decisions? How does Top Management Team should be composed to maximize the benefits for the MNCs and for the start-up?
- **Coping with international shocks:** How the network of international links is affecting the global economic system? How to organize international business activities to cope with an increasingly volatile and uncertain global economic system?
- **Corporate social responsibilities and economic development:** How MNCs become more responsible? How can we ensure a more even distribution of the benefits arising from international business?
- **Sustainability and climate changes:** is international trade helping or harming the environment? what are the costs and the benefits of pursuing a sustainable and renewable global business for MNCs? What are the most appropriate IB strategies in the global green economy?











- A **comprehensive understanding of the international business environment**, including the policies and regulations established by governments and supranational institutions which affect the competitive environment.
- Appropriate **strategic frameworks and methodologies to invest and compete in and across different economies**, i.e. to evaluate the opportunities and challenges in different countries/markets/contexts

The educational project – key goals and competences developed

Students will acquire a **holistic view of the international business environment** that enables to:

- use **frameworks and methodologies** to understand and manage the **strategic interaction** among individual, firms and markets;
- understand how **policies and regulations** established by governments and supranational institutions affect the competitive environment;
- connect the '**micro**' firm view with the '**macro**' view of countries and regions
- develop **analytical and pragmatic international business capabilities** and **cross-cultural interpersonal skills**

Courses

2°Anno									
Codice	SSD	Denominazione Insegnamento	Num Sez	Lingua	Sede d'erogazione	Tipo	Sem	CFU	CFU Gruppo
052899	ING-IND/17 ING-IND/35	INVEST IN FOREIGN MARKETS LAB			BV	M	2	15.0 [5.0 	15.0
097367	SECS-P/01	INTERNATIONAL ECONOMICS			BV	M	1	10.0	10.0
097370	ING-IND/35	ECONOMICS AND MANAGEMENT OF MULTINATIONAL ENTERPRISES			BV	M	1	5.0	5.0
097374	SECS-P/02	INTERNATIONAL MARKETS AND EUROPEAN INSTITUTIONS			BV	M	1	5.0	
097370	ING-IND/35	ECONOMICS AND MANAGEMENT OF MULTINATIONAL ENTERPRISES			BV	M	1	5.0	5.0
097316	ING-IND/17	INTERNATIONAL DISTRIBUTION			BV	M	2	5.0	
097374	SECS-P/02	INTERNATIONAL MARKETS AND EUROPEAN INSTITUTIONS			BV	M	1	5.0	
--	--	Insegnamenti a scelta dal Gruppo GESLM <i>E' possibile selezionare insegnamenti per un totale tra 10 e 16 cfu (totale del piano di studi: 120-126 cfu)</i>		--	--	--	--	--	16.0
097318	--	FINAL THESIS			--	V	1	15.0	15.0
097318	--	FINAL THESIS			--	V	2	15.0	



POLITECNICO
MILANO 1863

DIPARTIMENTO DI
INGEGNERIA GESTIONALE

Invest in Foreign Markets Lab

Stefano Elia, stefano.elia@polimi.it

Virginia Vassallo, Alibaba Group

The X-Culture/Alibaba project work:

main goal

- The Invest in foreign markets lab is **in partnership with X-Culture (<https://x-culture.org/>)**, a worldwide challenge involving 5,000 students from 170 universities of 60 different countries, **and Alibaba Group, the largest B2B e-commerce platforms in the world.**
- **Alibaba will select**, among their customers, about **15 Italian companies that aim to invest in foreign markets**
- For each firm there will be a **team** of about 5 people composed by **both students from the Lab and foreign students from X-Culture challenge**
- The main **goal** will be **to cooperate with Alibaba in designing and implementing the international business plan of the company investing abroad**

The X-Culture/Alibaba project work: *main tasks*

- The main **tasks** will be:
 - to **analyse the business model** of the company,
 - to **select the target country**,
 - to **set-up the advertising campaign**,
 - to **revise the company website and digital marketing strategy**,
 - to **search for and interact with foreign customers**,
 - to **plan the re-organization of some other operations** (e.g. logistics, HR, legal issues etc.)

The X-Culture/Alibaba project work:

Support

- In doing so, **students will be assisted by the X-Culture tutors** and **Alibaba team** through weekly meetings.
- Students will be also helped by **external practitioners**, who will provide **specific theoretical and practical lectures on how to invest in foreign markets**.
- Finally, students will take advantage also of the knowledge and expertise of their Italian and foreign peers. Team-working, leadership and other soft skills will be necessary to manage the heterogeneous teams.

The X-Culture/Alibaba project work: *length and outcome*

- **The project will last two months**, March and April
- The main **outcomes** will be both **the report and the implementation of the business plan for the internationalization of the company**.
- Students will also **present their project in front of the managers of their companies** in May. **Internship and these opportunities** will be also available.
- X-Culture will identify a winning team, whose students will be invited to attend the final Symposium abroad.

SO, DO YOU WANT TO JOIN X-CULTURE AND ALIBABA IN HELPING ITALIAN COMPANIES TO GO INTERNATIONAL AND TO GROW AND SUCCEED IN FOREIGN MARKETS?



POLITECNICO
MILANO 1863

DIPARTIMENTO DI
INGEGNERIA GESTIONALE

T H A N K Y O U

Stefano Elia
stefano.elia@polimi.it