

POLITECNICO
MILANO 1863

Master of Science in Management Engineering Stream International Business

Academic Year 2019-2020

Multinational firms, International SMEs and Born Global start-ups



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"



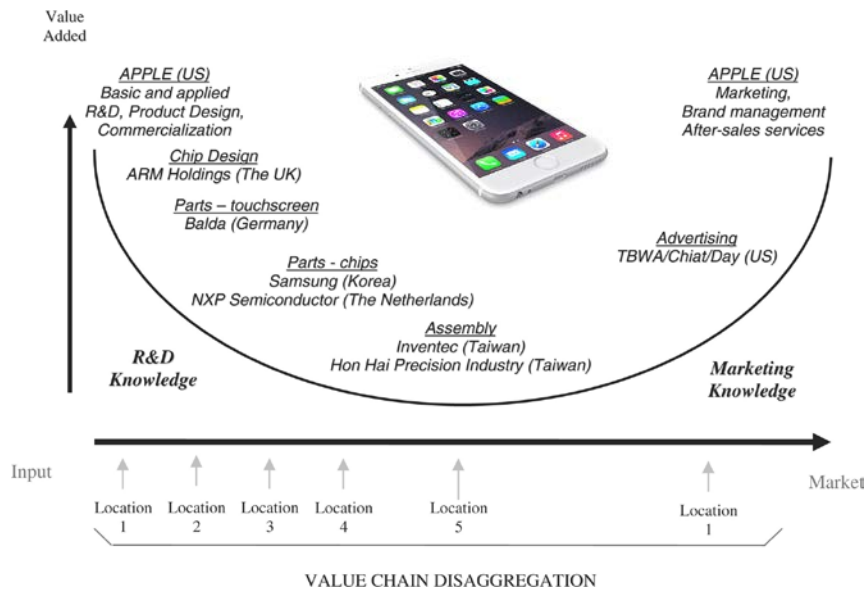
International economics, international trade and transnational institutions



WORLD TRADE
ORGANIZATION



International fragmentation of production systems, geographical dispersion of the value chain and global sourcing



- **Comprehensive understanding of the international business environment**, including the competitive interaction among companies and the role of policies and regulations established by governments and supranational institutions in shaping the international markets
- **Implementation of appropriate strategies, frameworks and methodologies** to manage the challenges and opportunities of internationalization and to compete across different countries, markets and institutional contexts

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 and cross-cultural skills to operate and invest in foreign markets**

Job opportunities

- **Large multinationals:** Managing Directors having a deep knowledge about cross border management and a strong ability to work in multi-cultural teams.
- **SMEs (and family firms):** Business Development Managers contributing to the expansion of SMEs/family firms into foreign markets (mode of entry, location choice etc.)
- **International Start-ups:** Entrepreneurs who wants to set-up a start-up offering products and services internationally (“born global firms”)
- **Consulting firms:** Consultants combining analytical and soft skills with a deep knowledge about foreign markets and cross-functional international strategies;
- **National, international and supranational institutions and NGOs:** Officers having the ability to manage international relations and projects.

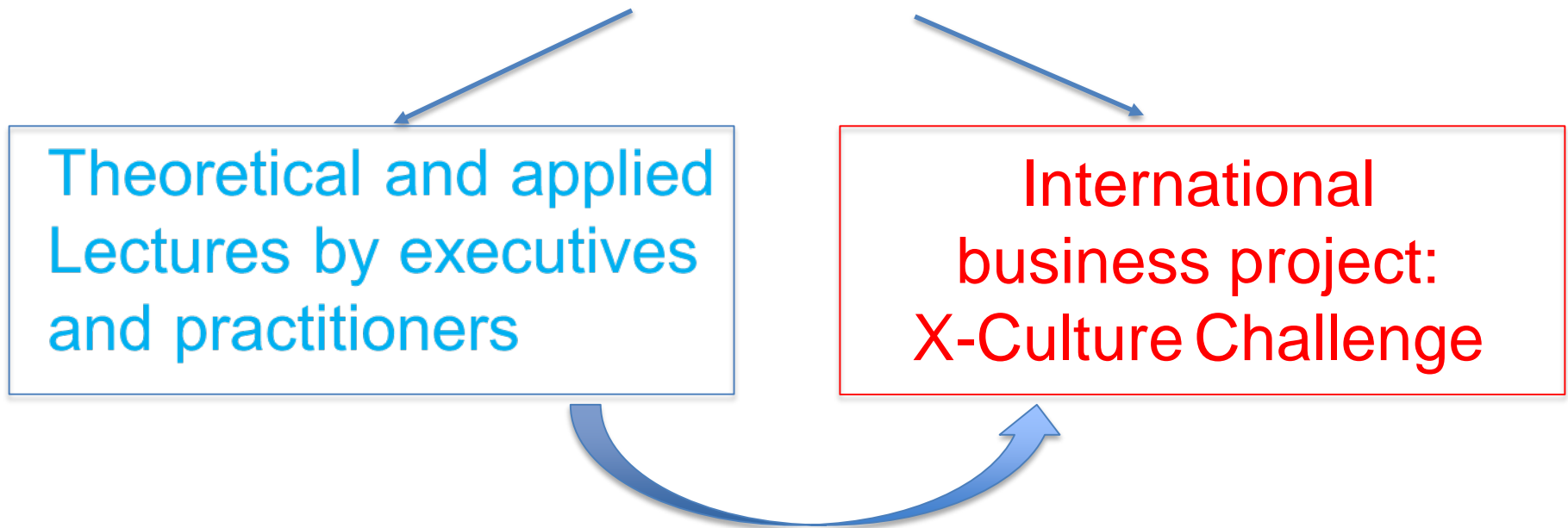
Some more specific positions you will be able to fill are: country manager, international business developer, import/export manager, international relations expert, international business analyst, global supply chain and product manager

Stream architecture (second year)

Code	SSD	 Subject	Language	Place	Type	Sem.	ECTS	ECTS Group	
052899	ING-IND/17 ING-IND/35	INVEST IN FOREIGN MARKETS LAB - Prof. S. Elia		BV	M	2	15.0	15.0	
097367	SECS-P/01	INTERNATIONAL ECONOMICS - Prof. M. Manchin		BV	M	1	10.0	10.0	
097370	ING-IND/35	ECONOMICS AND MANAGEMENT OF MULTINATIONAL ENTERPRISES – Prof. J. F. Hennart		BV	M	1	5.0	5.0	
097374	SECS-P/02	INTERNATIONAL MARKETS AND EUROPEAN INSTITUTIONS – Prof. L.- Tajoli		BV	M	1	5.0		
097370	ING-IND/35	ECONOMICS AND MANAGEMENT OF MULTINATIONAL ENTERPRISES - Prof. J. F. Hennart		BV	M	1	5.0	5.0	
053739	ING-IND/17 ING-IND/35	GLOBAL SUPPLY CHAINS AND NETWORKS – Prof. C. M. Harland		BV	M	1	5.0		
097316	ING-IND/17	INTERNATIONAL DISTRIBUTION – Prof. M. Melacini		BV	M	2	5.0		
097374	SECS-P/02	INTERNATIONAL MARKETS AND EUROPEAN INSTITUTIONS– Prof. L.- Tajoli		BV	M	1	5.0		
--	--	Elective course chosen from GESLM_Group	--	--	--	--	--	13.0	
097318	--	FINAL THESIS		--	V	1	15.0	15.0	
097318	--	FINAL THESIS		--	V	2	15.0		

LAB 1/3: the structure

The “Invest in Foreign Markets Lab” aims at providing students with theoretical and practical skills to set up, manage and expand a foreign venture, by combining theoretical and practical lectures with a real international business project



LAB 2/3: the X-Culture challenge



- **X-Culture is an international challenge** organized by the University of North Carolina at Greensboro (USA)
- It is **an experiential learning project** involving, for each semester, more than 5000 students coming from 150 universities and 70 different countries
- Students are organized in teams of 4/6 people, who will work remotely on **a real internationalization project for a real company for 8 weeks**
- The project will end up with **an international business plan.**
- Students will get a final evaluation both for the report (from X-Culture) and for the soft skills (from peers) with an **X-Culture final certificate that will support the jobs search and interviews!**

LAB 3/3: the lectures

- The participation of the students in the X-Culture challenge will be supported by **theoretical and practical lectures on how to invest in foreign markets offered by practitioners belonging to several organizations**, such as Condé Nast, Vodafone, Accenture, Rothschild, Ikea, Manpower, PwC, Innovits, Osservatorio Export Digitale, United Nations
- **Three Italian “born-global” start-ups have been involved in the past X-Culture challenges**, and the students of the “Invest in foreign markets Lab” had the opportunity to meet the founders and to propose them directly their international business plan
- During the Lab, you will be also involved in **company visits at the headquarters of multinational companies**

- Digital technologies and international business
- Location and entry mode choice of multinational enterprises
- Investments from emerging countries and from sovereign wealth funds
- CEOs, Top Management Team and international business strategies
- International entrepreneurship
- Challenges in trade in services
- Forecasting international prices of commodities
- Global value chains, competitiveness and exchange rates
- Economic policies and international competitiveness



Contacts



Stefano Elia

Politecnico di Milano

stefano.elia@polimit.it

Invest in foreign
markets Lab



Lucia Piscitello

Politecnico di Milano & University
of Reading (UK)

lucia.piscitello@polimit.it

Economics and management of
multinational enterprises



Lucia Tajoli

Politecnico di Milano

lucia.tajoli@polimit.it

International markets and
European institutions