



# UNIVERSITÀ DI PISA

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## INTERNATIONAL MANAGEMENT AND MARKETING

**ELISA GIULIANI**

Anno accademico

2023/24

CdS

MANAGEMENT FOR BUSINESS AND  
ECONOMICS

Codice

544PP

CFU

12

Moduli	Settore/i	Tipo	Ore	Docente/i
INTERNATIONAL MANAGEMENT	SECS-P/08	LEZIONI	42	ELISA GIULIANI
INTERNATIONAL MARKETING	SECS-P/08	LEZIONI	42	ELISA GIULIANI GIULIA ROSSELLO

### Obiettivi di apprendimento

#### *Conoscenze*

##### **Course Name and Number:**

544PP: International Management and Marketing. IMM

##### **Required Prerequisites:**

There are no required prerequisites.

##### **General course idea:**

This course trains future managers, business leaders and policy makers about how to navigate an increasingly complex and risky world. It is not just about learning standard management theories and best practices, it is also about discussing together and inventing new ways for students to become responsible managers and decision makers. Contemporary world complexities include climate change, tax avoidance, pandemics, pollution, modern slavery, economic and social inequalities, sustainability challenges at large. This course's key aim is to constitute a "wakening call" for students on the need to address grand sustainability challenges in their future jobs.

The teaching style is topic-based, case-based, participatory and project oriented. Students taking this course should not see themselves as mere "absorbers" of codified concepts, but as living and thinking individuals, who will have to take complex business decisions and who are expected to learn, discuss and face the paradoxes and tensions that are inherent when business decisions have to be taken in highly uncertain and risky environments like the ones we are currently living in.

We will cover all dimensions of business operations, from design to production, organization of value chains, communication and distribution phases. Most of the discussion will take an international perspective.

##### **Required Readings:**

The course textbook is Giuliani E. INTERNATIONAL MANAGEMENT AND MARKETING, Create McGraw-Hill ISBN 9781307679854. It will be available in libraries, and online on Amazon, IBS and Hoepli, among others.

Additional materials will be available on the E-learning course website.

All participants will be expected to keep abreast of contemporary developments in international management, marketing, corporate social and environmental responsibilities and challenges by reading the relevant press (e.g. *The Economist*, *Forbes*, *Fortune*, *Business Week*, *Foreign Affairs*) and other newspapers or journals.

##### **Course Description:**

The course "Core Topics" include the following:

###### ***Environmental Foundation***

- Globalization and International Linkages
- The Political, Legal, and Technological Environment
- Ethics, Social Responsibility, and Sustainability

###### ***The role of Culture***

- The Meanings and Dimensions of Culture



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- Managing Across Cultures
- Organizational Cultures and Diversity
- Cross-Cultural Communication and Negotiation

### **International Strategic Management:**

- Strategy Formulation and Implementation
- Entry Strategies and Organizational Structures.
- Managing Political Risk, Government Relations, and Alliances
- Management Decision and Control

“Critical topics” include a focus on Rethinking Capitalism (Henderson 2019); Government Policy and International Trade; Foreign Direct Investment and Regional Economic Integration. Additional materials to be used as “Critical topics” will be communicated in due course.

### **Learning Objectives:**

Our specific learning objectives for the course include:

1. To understand different definitions of and perspectives on international management and marketing.
2. To appreciate how to run or manage an international company responsibly, that is, addressing major issues in the sustainability debate, especially those involving preservation and enhancement of the natural environment (air, water, land) and the respect of human rights.
3. To appreciate the importance of taking into account different actors, including international organization, national governments, local and global communities, and NGOs, in making managing and marketing decisions.

### **Instructional Method:**

The lectures are normally organized as follows:

- **Day 1:** full time teaching. Wednesdays' lectures are meant to provide grounding in the “core topics” – and (when possible) setting the ground for “critical topics”.
- **Day 2:** is expected to involve a guest speaker followed by a discussion or by other activities (video-documentary watch with specific issues to be discussed online). Invited speakers are likely to be professors, policy makers and practitioners. Thursdays are normally focused on s.c. “critical topics”, that is, issues that are meant to offer additional insights, spark critical thinking around and beyond “core topics”.
- **Day 3:** used to assess students' progress in understanding the week's core + critical topics (via online tests, questions and answers to students, and other activities) and to provide students with training about how to write the CEO letter and the final essay (see “Evaluation Methods”).

In more general terms, the class will be conducted as a seminar. On Thursdays (and occasionally on the other days too), selected students are expected to take an active role in leading discussion and providing critical commentary. Each class will involve discussion and dialogue as major elements in the learning strategy. Students may be asked to prepare for the class, by reading assigned materials in advance.

### **Timetable and organization of lectures:**

Class sessions are online and in a dedicated channel available in E-learning.

For more info check here: <https://www.ec.unipi.it/didattica/orario-lezioni/>

Students are expected to attend every class session.

**Office Hours: Write me an email.**

### **Learning Assessments:**

The course includes a combination of assessments, which are weighted to give a final mark. This may include in-progress tests, class participation, group work and/or essays. Alternative evaluation methods for attending students will be communicated in class and on E-learning. Students who do not attend the course (i.e. frequently join the lectures) are expected to take a written and oral exam based on the course material.

### **Academic Integrity:**

The Code of Ethics of the University of Pisa addresses cheating, fabrication of submitted work, plagiarism, handing in work completed for another course without the instructor's approval, and other forms of dishonesty. Students are advised that all their submitted essays or reports will be checked for plagiarism through a dedicated software.

### *Modalità di verifica delle conoscenze*

Multiple modalities for attending students. Written test for non attending students.

More information will be provided in the Moodle/Elearning Platform after the starting of the course.

### *Capacità*

The course aims to stimulate critical thinking towards the development of a different model of doing business that generates economic value without being destructive on the environment and societal actors.

### *Modalità di verifica delle capacità*

Multiple modalities for attending students. Written test for non attending students.

More information will be provided in the Moodle/Elearning Platform after the starting of the course.



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### *Comportamenti*

The student will develop an awareness of the problems relating to International Business. To this end, s/he will be able to form personal opinions and discuss her/his deductions in a reasoned way.

### *Modalità di verifica dei comportamenti*

For attending students: group-work, play-groups, organized talks, soft skills activities.

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