

Name	International Strategies
Component modules	
Scientific-disciplinary sector	ECON-06/A
Year of course and semester of provision	2 nd year, 2 nd semester
Teaching language	English
Didactic load in university formative credits	8
Number of hours of total assisted teaching activities divided between DD and ID	Delivered Didactic: 48 Interactive Didactic: 8
Lecturer	Michele Rubino
Specific learning outcomes	At the end of the course, students will have acquired the fundamental knowledge required to analyse and interpret the strategic choices made by firms in the field of internationalisation, also in light of current economic and geopolitical dynamics affecting globalisation, regionalisation and localisation processes. Students will be able to understand firms' specific internationalisation needs, identify growth opportunities in foreign markets, assess target markets and evaluate the most appropriate entry modes and international development strategies. Through the knowledge acquired during the course, students will be able to understand the implications, critical issues, phases and tools available to firms operating in one or more international markets, including in complex contexts characterised by uncertainty, geopolitical instability, trade tensions, tariffs, sanctions and the reconfiguration of global value chains. Students will also be able to use and interpret the main information sources and databases supporting international strategic decisions, providing autonomous and well-grounded assessments. At the end of the course, students will be able to communicate effectively, using appropriate technical language, and to discuss topics related to internationalisation strategies with both specialist and non-specialist interlocutors.
Program	Part I 1. Internationalisation strategies: why, where, how, when and what to internationalise. 2. The evolution of economic and geopolitical scenarios and their impact on internationalisation choices: globalisation, regionalisation and localisation. 3. Theoretical perspectives on firm internationalisation. 4. The start of the internationalisation process. 5. Market selection, country attractiveness and the CAGE framework. 6. Geopolitical risk, tariffs, sanctions and trade barriers in international strategic decisions. Part II 7. The internationalisation of production and global value chains. 8. Reshoring, nearshoring, friend-shoring and supply-chain resilience. 9. Firms from emerging markets and their role in global competition. 10. Cross-cultural management. 11. Asian markets and internationalisation strategies. 12. China in the current global scenario: opportunities, risks and future challenges.
Types of didactic activities and relative methods of carrying them out	The course is structured around lectures, case discussions and applied teaching activities. The teaching approach combines theoretical explanations with the analysis of business cases, international scenarios and managerial decision-making tools. The Interactive Didactic may include seminars, case-based exercises, company testimonials, group discussions and the analysis of international markets and geopolitical scenarios.
Learning evaluation methods and criteria	The final examination is oral. However, the assessment methods and criteria differ for attending and non-attending students. Attending students

	Attending students, namely students who attend at least 70% of the lectures, may take a general oral examination or, alternatively, a written mid-term test followed by an oral final integrative examination. The mid-term test covers the topics included in Part I of the programme. It consists of approximately 7-11 multiple-choice questions and 2-3 open-ended questions and lasts approximately 65 minutes. In the multiple-choice questions, students must demonstrate an adequate level of understanding of the topics covered, identifying the correct answer by applying the knowledge acquired during the course. In the open-ended questions, students must demonstrate, also with autonomy of judgement, the ability to describe clearly and appropriately the issues addressed in the course, using suitable technical language. The final oral integrative examination covers the topics included in Part II of the programme. It consists of approximately 4 open-ended questions through which students must demonstrate, with analytical ability and autonomy of judgement, that they know and can clearly and appropriately discuss the topics addressed during the course. The oral examination lasts approximately 20 minutes. Non-attending students Non-attending students must take a general oral examination on the entire course programme. The oral examination includes a higher number of questions, approximately 5, compared with the final oral integrative examination for attending students, and lasts approximately 20-25 minutes. The questions are aimed at assessing the same knowledge, skills and competences described above for attending students.
Criteria for measuring learning and assigning the final grade	The assessment of learning outcomes is expressed through a final mark out of thirty. Attending students The marks of the two examinations are expressed out of thirty. Only students who obtain a pass mark in the mid-term test may take the final oral integrative examination. The examination is considered passed only if students obtain a pass mark in both the mid-term test and the final oral integrative examination. The final mark is calculated as the arithmetic average of the marks obtained in the two examinations. In the mid-term test: • each multiple-choice question is assessed as correct or incorrect and is generally worth approximately 1 point; • each open-ended question is generally worth approximately 7-10 points. The assessment considers the knowledge acquired, the clarity and structure of the answer, the appropriate use of technical language and the ability to apply autonomy of judgement. In the final oral integrative examination, the questions have equal weight. The assessment considers the knowledge acquired, the clarity and structure of the answer, the appropriate use of technical language, the analytical ability and the autonomy of judgement demonstrated by the student. Non-attending students In the oral examination, the questions have equal weight. The assessment criteria are the same as those applied to the examinations for attending students.
Prerequisites	Preliminary knowledge of Competitive Strategy is recommended.
Didactic material used and recommended didactic material	The learning material differs for attending and non-attending students. Attending students Main textbooks: • Lasserre, P., & Monteiro, F. (2022). <i>Global Strategic Management</i> (5th ed.). Bloomsbury Academic. Additional material: • Slides, case studies and selected readings provided by the lecturer. • Additional materials by the lecturer. Non-attending students Main textbooks: • Colli, A. (2026). <i>Dynamics of International Business: Globalization and Geopolitics</i> (2nd ed.). Routledge. • Lasserre, P., & Monteiro, F. (2022). <i>Global Strategic Management</i> (5th ed.). Bloomsbury Academic.



	Additional material: • Selected chapters and readings indicated by the lecturer on geopolitical risk, tariffs, sanctions, supply-chain resilience, emerging markets and international strategic decision-making by the lecturer.
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