

# INTERNATIONAL ENTREPRENEURSHIP

## - course outline -

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(5 Sections, 14 modules, 100 video-lectures, 60 Cfu, 180 hours)

<i>SECTION (SSD)</i>	<i>Modules &amp; Topics</i>
<b>I° World Scenario, International entrepreneurship and Multicultural relationships (SPS/08)</b>	<b>1. World Scenario and International entrepreneurship</b> <ol style="list-style-type: none"><li>1. International outlook scenario</li><li>2. The modern era: the XIX Century, from industrial revolution to free trade economy</li><li>3. Role of the Multinational and Sme's Companies</li></ol> <b>2. Multicultural relationships</b> <ol style="list-style-type: none"><li>4. Socio-cultural sustainability of development and cooperation</li><li>5. Concept of Sovereignty and State in the Modern International System</li><li>6. Democracy and Education</li><li>7. The United Nations System</li><li>8. Governance of the International Financial Institutions</li><li>9. EU Development Finance Institutions</li><li>10. Governance of the International Development Cooperation</li><li>11. EU Governance on development cooperation</li><li>12. Sub-regional and National Emerging Financial Institutions</li></ol>
<b>II° International Macroeconomic Context (SECS-P/02)</b>	<b>3. International Macroeconomic Context</b> <ol style="list-style-type: none"><li>1. Globalization: the utopia of a world with no frontiers</li><li>2. International economy: an overview</li><li>3. Impact of the International Financial crisis</li><li>3. Financial accumulation and financial wealth</li><li>4. International Banking System</li><li>5. Bail in vs Bail out</li><li>6. European banking Union</li><li>7. Currency International Order and Evolution</li><li>8. Real economy trends</li><li>9. Saving and investment</li><li>10. Economic development: between theories and unsolved problems</li><li>11. Underdevelopment: the UN approach to a world problem</li><li>12. Evaluating the level of development: from GNP to HDI (human development index)</li><li>13. Role of the emerging countries in the world economy</li></ol> <b>4. Competitive Factors in the Global Market</b> <ol style="list-style-type: none"><li>14. Technical Progress and Innovation Transfer</li><li>15. Role of the Human Capital.</li><li>16. Human Rights: what, when, who</li><li>17. Migration and Development</li></ol> <b>5. Macroeconomic Context at Domestic Level (China and Italy)</b> <ol style="list-style-type: none"><li>18. Overview of the Chinese economy and perspectives</li><li>19. Overview of the Italian economy and perspectives</li><li>20. Entrepreneurship system in Italy</li><li>21. Entrepreneurship system in China</li><li>22. Italian vs Chinese Trade</li></ol>
<b>III° Enterprise's</b>	<b>6. Enterprise's Growth Determinants</b> <ol style="list-style-type: none"><li>1. Innovative capability: process and product innovation</li></ol>

**growth  
(SECS P/07)**

2. Labor and total factor productivity
3. Exogenous and endogenous models and relevant experiences: Presentation of endogenous growth models
4. Public support measures in Italy (ICE, SIMEST, SACE)
5. Public support measures in China
6. Fiscal system in Italy
7. Fiscal system in China
8. Investment's attraction in Italy
9. Investment's attraction in China
10. Good Governance Rules
11. Administrative Rules

**7. Research & Development transfer to new small enterprises**

12. Research to Innovation
13. Incubators and its role
14. Spin off from research center and start up
15. Financing System
16. Venture capital
17. Business Angel
18. Innovation, environment and competitiveness
19. Innovation, products' quality and competitiveness
20. Knowledge-Based Economy and the Knowledge-Based View of the Firm

**8. Enterprise's Financing**

21. Role of Sovereign Wealth Funds
22. Risk capital and management
23. Public Incentives
24. Project Financing
25. Financial inclusion for non banking enterprises
26. Microfinance for Smes
27. Microfinance for Smes
28. Microfinance for Smes
29. Microfinance for Smes
30. Microfinance for Smes
31. Microfinance for Smes

**9. Business plan and its implementation**

32. Public-private partnership for development projects
33. Economic and financial feasibility
34. Project management
35. Risk analysis

**10. Business management and marketing**

36. Strategic Management
37. Internal management
38. Marketing Strategies
39. Publicity
40. Media Communication

**IV°  
Legal Aspects  
(IUS 13)**

**11. Legal aspects at international level**

1. International legal order concerning the enterprises' operation activities
2. International trade institutions and regulation
3. Legal sources of International Human Rights Law and enforcement mechanisms
4. International Humanitarian Law: definition, application and rules
5. Displacement and refugee law

**12. Legal aspect at domestic level (China and Italy)**

6. Company definition (Italy)
7. Company definition (China)
8. Administrative procedure to open an enterprise
9. SMEs' requirements

10. SMEs' requirements
11. SMEs' requirements
12. SMEs' requirements

### 13. Property Rights

13. International license rules
14. European license rules
15. Italian license rules
16. Chinese license rules
17. Administrative procedures in Italy
18. Administrative procedures in China
19. Registration
20. Legal aspects
12. Legal aspects
13. Legal aspects
14. Legal aspects
15. Legal aspects

V°

### Social Corporate Responsibility (SPS/08)

### 14. Ethical and responsible business

1. The Brief Century: from the XX Century to the future Corporate and social responsibility
2. Ethical products
3. Environmental impact
4. Green investments Strategies
5. Green Bonds
6. Social responsibility

<b>PROGRAMMA</b>	<b>N.CFU</b>	<b>N.VIDEO</b>
12 <b>Parte I</b> (SPS/08 - 4 CFU – 12 VIDEO LEZIONI)		6
22 <b>Parte II</b> (SECS-P/02 - 7 CFU+5CFU PROVA – 22 VIDEO LEZIONI)		12
40 <b>Parte III</b> (SECS-P/07 - 13 CFU – 40 VIDEO LEZIONI)	18	
20 <b>Parte IV</b> (IUS/13 - 8 CFU – 20 VIDEO LEZIONI)	10	
6 <b>Parte V</b> (SPS/08 - 2CFU – 6 VIDEO LEZIONI)	4	
<b>Totale CFU PROGRAMMA E ORE VIDEO</b>		<b>50</b>
<b>PROVA FINALE</b>		<b>10</b>
<b>TOTALE</b>		<b>60</b>