



Programmes in English a.y. 2016-2017

ADVANCED ENGLISH

Prof.ssa Viviana Gaballo

corso di laurea: M13-IFE/15 **classe:** LM-77 **mutuazione:** classe LM-77

ore complessive: 40 **CFU:** 6 **SSD:** L-LIN/12

tipo modulo: -

semestralità: II Semestre **anno:** non indicato

**Per Mutuazione da Lingua inglese (corso avanzato) (corso di laurea: M11-0/14 classe: LM-77)
lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:**
English

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:
English

obiettivi formativi / risultati di apprendimento attesi:

Obiettivo del corso è far sì che gli studenti acquisiscano le competenze, gli strumenti e la terminologia per operare in un contesto economico/legale internazionale. Alla fine del corso gli studenti saranno in grado di: - leggere ed interpretare testi specialistici di management, economia e finanza, nonché di tipologia contrattuale. - scrivere una relazione manageriale o un breve rapporto in inglese. - dare una presentazione su un argomento di management, economia e finanza in inglese.

prerequisiti:

Livello di conoscenza della lingua inglese: Upper intermediate to Advanced.

Il corso si avvale di strumenti informatici; agli studenti è richiesto il possesso di un account e-mail e di competenze informatiche a livello ECDL.

programma del corso:

MODULE A: International Business in the 21st century - Topics will include any of the following: Being international - Training - Partnerships - Energy - Employment trends - Business ethics - Finance and banking - Consultants - Strategy - Doing business online - New business - Project management

MODULE B: English for Contract law - The birth, life and death of a contract - Terms and clauses in a contract - Types of agreement - Leading cases - Examples of contracts

metodologie didattiche:

L'attività didattica è organizzata secondo la metodologia ILV (Informazione / Laboratorio / Verifica), che prevede alcuni momenti informativi, seguiti da attività laboratoriali di analisi e di ricostruzione, per consentire agli studenti di coniugare il pensiero teorico e il pensiero pratico, e di sviluppare attività riflessiva sui propri prodotti e processi di apprendimento.

Si utilizzerà un mix delle seguenti modalità didattiche:

- Didattica frontale
- Didattica dialogata
- Analisi di casi giurisprudenziali e di impresa
- Laboratori didattici
- Lavori di gruppo
- Ricerche individuali svolte dagli studenti

modalità di valutazione:

Il Modulo A sarà valutato mediante un test con domande a risposta chiusa, finalizzato alla verifica dell'apprendimento dei concetti portanti della lingua specialistica, e da un Project Work, finalizzato alla scrittura di una relazione manageriale e alla presentazione orale della stessa in lingua inglese.

Il Modulo B sarà valutato mediante un test con domande a risposta chiusa, finalizzato alla verifica dell'apprendimento dei concetti portanti della lingua dei contratti.

Tutte le prove saranno in lingua inglese.



obiettivi formativi DS (Eng):

The course is designed to provide students with the key language skills, tools and terminology to operate in an international economic and legal environment.

prerequisiti DS (Eng):

Upper intermediate to Advanced language skills. The course is web-based; students need to have an e-mail account and computer literacy.

programma del corso DS (Eng):

MODULE A: International Business in the 21st century - Topics will include any of the following: Being international - Training - Partnerships - Energy - Employment trends - Business ethics - Finance and banking - Consultants - Strategy - Doing business online - New business - Project management

MODULE B: English for Contract law - The birth, life and death of a contract - Terms and clauses in a contract - Types of agreement - Leading cases - Examples of contracts

testi (A)dottati, (C)onsigliati:

1. (A) I. Dubicka, M. O'Keeffe, J. Rogers, L. Lansford, *Market Leader Advanced*, Longman, Harlow, 2008,
2. (A) John Rogers, *Market Leader: Advanced Practice File*, Longman, Harlow, 2006,
3. (A) Chartrand, Millar and Wiltshire, *English for Contract and Company Law*, Sweet & Maxwell, Gloucester, 2009, 1-80

altre risorse / materiali aggiuntivi:

Eventuali altri testi operativi saranno tratti da riviste specialistiche del settore economico-finanziario e legale.

orario di ricevimento:

LUN h 14-15

e-mail:

viviana.gaballo@unimc.it



ADVANCED INTERNATIONAL TRADE

Prof. Luca De benedictis

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** SECS-P/01

tipo modulo: -

semestralità: II Semestre **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:
Inglese (una parte della bibliografia è in lingua)

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:
inglese

obiettivi formativi / risultati di apprendimento attesi:

The objective of the course is to introduce students to the analysis of international data, through the use of statistical and econometric techniques, and network analysis.

The material covered includes the estimation of gravity models, the quantification of comparative advantage, the description of international migration flows through network analysis.

Students of the course will be introduced to the empirical analysis methodology generally used for the production of main reports of national and international institutions.

The course includes the participation of researchers of the ICE (Promotion Agency abroad and the internationalization of Italian companies) and Istat.

prerequisiti:

Microeconomics, macroeconomics and statistics.

programma del corso:

A review of the data types analyzed in international economics

Analysis and data transformations

Univariate analysis and description of the characteristics of the distribution

Bivariate analysis: Correlation

Multivariate analysis: conditional correlation

Multivariate multilevel analysis: dummy variables

Model of causal regression

Analysis with panel data

metodologie didattiche:

Lectures and exercises with statistical software

modalità di valutazione:

Multiple-choice written exam

obiettivi formativi DS (Eng):

The objective of the course is to introduce students to the analysis of international data, through the use of statistical and econometric techniques, and network analysis.

prerequisiti DS (Eng):

Microeconomics, International Economics, Statistics

programma del corso DS (Eng):

Data characteristics in International Trade

Analysis and data manipulation

Univariate analysis and distributions

Bivariate analysis: correlation

Multivariate analysis: conditional correlation

Multilevel multivariate analysis: dummy variables

Causal regression

Panel data analysis

testi (A)dottati, (C)onsigliati:

1. (A) Giorgio Basevi, Giacomo Calzolari, Gianmarco Ottaviano, *Economia Politica degli Scambi Internazionali*, Carocci, Roma, 2002, capp. 2-4-8-9
2. (C) James Markusen, James Melvin, William Kaempfer, Keith Maskus, *International Trade. Theory and Evidence*,



McGraw Hill, Boston, 1995,

3. (C) David Easley, Jon Kleiberg, *Networks, Crowds and Markets*, Cambridge University Press, Cambridge, 2010,

4. (C) John Fox, *Introduction to Applied Regression Analysis*, Cambridge University Press, Cambridge, 2011,

altre risorse / materiali aggiuntivi:

Programma da 3 CFU per frequentanti e non frequentanti

orario di ricevimento:

da stabilirsi in base all'orario delle lezioni

e-mail:

luca.debenedictis@unimc.it

APPLIED STATISTICS LABORATORY

Prof.ssa Luisa Scaccia

corso di laurea: M13-0/15

classe: LM-77

ore complessive: 20

CFU: 3

SSD: SECS-S/03

tipo modulo: -

semestralità: II Semestre

anno: non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:

English

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:

English

obiettivi formativi / risultati di apprendimento attesi:

The laboratory aims at providing basic tools for the quantitative analysis of economic phenomena. The approach is of a practical nature and students will apply statistical concepts to real world situations. The statistical software package R will be used extensively throughout the course. At the end of the lab, students should be able to carry out a regression analysis, apply model selection procedures and explain statistical results.

prerequisiti:

Basic mathematics

programma del corso:

The first part of the lab will be devoted to a short introduction of the R programming language. Its syntax and object oriented language will be presented, as well as some facilities for data manipulation, calculation and graphical display.

The main part of the lab will then focus on data analysis through regression methods. These methods deal with modelling how one characteristic (expenditures, prices, sales, etc.) varies with one or several other characteristics (income, gender, cost of work, supply, etc.). The scope of regression modelling that will be covered includes multiple regression analysis with categorical effects, interactions, panel structure, model choice and regression diagnostic procedures.

metodologie didattiche:

Practical classes in a computing lab. Weekly assignment of homework and readings. In-class discussion of homework and readings.

modalità di valutazione:

A regression analysis of a dataset using the tools learnt throughout the course. The analysis should be done individually as a take-home project and results should be presented as a written report. The aim is to evaluate the ability of the student to apply regression in a practical context. The report should then be shortly discussed with the teacher in order to evaluate the comprehension of theoretical issues.

obiettivi formativi DS (Eng):

The laboratory aims at providing basic tools for the quantitative analysis of economic phenomena. Students will be taught how to implement regression analysis and model selection by means of the statistical software R.

prerequisiti DS (Eng):

Basic mathematics

programma del corso DS (Eng):

The first part of the lab will be devoted to a short introduction of the R programming language. Its syntax and object oriented language will be presented, as well as some facilities for data manipulation, calculation and graphical display.

The main part of the lab will then focus on data analysis through regression methods. These methods deal with modelling how one characteristic (expenditures, prices, sales, etc.) varies with one or several other characteristics (income, gender, cost of work, supply, etc.). The scope of regression modelling that will be covered includes multiple regression analysis with categorical effects, interactions, panel structure, model choice and diagnostic procedures.

testi (A)dottati, (C)onsigliati:

1. (A) Julian J. Faraway, *Linear Models with R*, Chapman & Hall/CRC, Boca Raton, 2014, 1-16

altre risorse / materiali aggiuntivi:



Data sets, supplementary readings, and teaching material supplied by the teacher.

orario di ricevimento:

Tuesday to Thursday by appointment

e-mail:

luisa.scaccia@unimc.it



ECONOMIC POLICY + FINANCIAL CRISIS ECONOMIC POLICY

Prof. Paolo Ramazzotti

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** SECS-P/02

tipo modulo: -

semestralità: n/i **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:

English will be used throughout the course

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:

English will be used for all types of exam

obiettivi formativi / risultati di apprendimento attesi:

The course aims to provide an advanced understanding of the theory of economic policy by discussing and comparing different schools of microeconomic and macroeconomic thought.

prerequisiti:

Basic knowledge of microeconomics and macroeconomics

programma del corso:

1. The concept of "free market" and of "market failure"
2. Economic development and environmental issues
3. Income distribution
4. Money
5. Consumption, savings and investment
6. Unemployment
7. Fiscal policy
8. Monetary policy
- 9) Financial regulation
- 10) Globalization

metodologie didattiche:

Traditional lessons with occasional discussions.

modalità di valutazione:

The exam aims to ascertain the student's overall understanding of the approaches to economic policy that different schools of thought provide and their implications for today's economy.

The student can choose between an oral exam that lasts around 20 minutes and a 4000 word paper that discusses two of the issues presented during the lectures.

obiettivi formativi DS (Eng):

The course aims to provide a deeper understanding of the theory of public policy by focusing on the debate among different schools of thought.

prerequisiti DS (Eng):

Basic knowledge of microeconomics and macroeconomics

programma del corso DS (Eng):

1. The concept of "free market" and of "market failure"
2. Economic development and environmental issues
3. Income distribution
4. Money
5. Consumption, savings and investment
6. Unemployment
7. Fiscal policy
8. Monetary policy
- 9) Financial regulation
- 10) Globalization

testi (A)dottati, (C)onsigliati:

1. (A) H. Bougrine, Ian Parker, M. Seccareccia, *Introducing Microeconomic Analysis*, Emond Montgomery Publications, Toronto, 2010, chapters 2, 7, 10, 11
2. (A) H. Bougrine, M. Seccareccia, *Introducing Macroeconomic Analysis*, Emond Montgomery Publications, Toronto,



2010, chapters from 2 to 9, 11, 13

altre risorse / materiali aggiuntivi:
non indicati

orario di ricevimento:
to be decided

e-mail:
ramazzotti@unimc.it



ECONOMIC POLICY + FINANCIAL CRISIS FINANCIAL CRISIS

Prof.ssa Domenica Tropeano

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 20 **CFU:** 3 **SSD:** SECS-P/01

tipo modulo: -

semestralità: n/i **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:
inglese

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:
inglese

obiettivi formativi / risultati di apprendimento attesi:

The course aims at giving an applied account of the financial crisis of 2007-08 and of the economic policies means used to overcome them. The focus is on the big financial crisis started in the US in 2007 and on the tools used by the central banks.

prerequisiti:

monetary economics and finance.

programma del corso:

- 1) Description of the evolution of the markets and of financial instruments in the last decade.
- 2) examples to understand why certain financial derivatives have been used in the past and the consequences of their use for financial and macroeconomic stability.
- 3) the debate on the lender of last resort function of the central bank.
- 4) unconventional monetary policies.

metodologie didattiche:

Lessons open to interactive participation by students

seminars

modalità di valutazione:

a) written exam consisting of multiple choice questions to be answered on the essays or book chapters in the program.

b) a seminar to be held in the classroom on a specific theme.

obiettivi formativi DS (Eng):

The main objective is to make the students understand how international financial markets work in reality and not only in textbook descriptions.

prerequisiti DS (Eng):

basic knowledge of macroeconomics, financial instruments and markets.

programma del corso DS (Eng):

It is an applied course that focusses on the last big financial crisis and on the monetary policy tools used to overcome it in the US and in the Eurozone.

testi (A)dottati, (C)onsigliati:

altre risorse / materiali aggiuntivi:

The program consists of a selection of essays on the themes of the course, namely financial crises and proposals of reforms. The list of essays, will be distributed during the lessons.

orario di ricevimento:

da stabilire

e-mail:

tropeano@unimc.it



FINANCIAL ANALYSIS AND ACCOUNTING + BUDGETING AND COST ACCOUNTING

BUDGETING AND COST ACCOUNTING

Prof. Francesco Campanari

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** SECS-P/07

tipo modulo: -

semestralità: I Semestre **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:
Inglese

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:
Inglese

obiettivi formativi / risultati di apprendimento attesi:

Il corso si pone l'obiettivo di fornire agli studenti un quadro di riferimento generale sui principi di base dell'economia aziendale, volti ad analizzare la struttura organizzativa, la dinamica gestionale e le condizioni di equilibrio durevole dell'operatore economico "azienda".

prerequisiti:

Conoscenza lingua inglese.

programma del corso:

I principali contenuti che verranno affrontati nel corso riguardano:

Introduzione generale all'Economia Aziendale;
L'imprenditore e l'ambiente economico
Differenti tipi di società
I Principi generali della contabilità
Il bilancio: obiettivi e prospetti
Corporate Governance
Fondamenti di Marketing

metodologie didattiche:

lezioni frontali

modalità di valutazione:

esame orale

obiettivi formativi DS (Eng):

The aim is to provide knowledge on the basic principles of Business Administration designed to analyze the organizational structure, firm's dynamics and the equilibrium conditions of a company.

prerequisiti DS (Eng):

basic knowledge of English.

programma del corso DS (Eng):

Introduction to Business Administration
Business and Financial Environment
Different types of business entities
Principles of Financial Accounting
Objective and Components of financial statement
Corporate governance, social responsibility and sustainability
Foundations of Marketing Management

testi (A)dottati, (C)onsigliati:

altre risorse / materiali aggiuntivi:

non indicati

orario di ricevimento:

Al termine di ciascuna lezione.

e-mail:



francesco.campanari@unimc.it



FINANCIAL ANALYSIS AND ACCOUNTING + BUDGETING AND COST ACCOUNTING

FINANCIAL ANALYSIS AND ACCOUNTING

Prof. Eldi Metushi

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** SECS-P/07

tipo modulo: -

semestralità: I Semestre **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:

Inglese

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:

Inglese

obiettivi formativi / risultati di apprendimento attesi:

The course is designed to prepare students interpret and analyze financial statements effectively. It explores in greater depth financial reporting topics introduced in the core course of financial accounting and principles of accounting, and also examines additional topics. Students will understand both concepts and tools to analyze and exploit information of the financial statements. The purpose is to teach students how to use financial statement information for firm valuation and other economic decisions. Generally accepted methods of presenting the financial conditions and performance of firm will be outlined. In addition to manipulating, correcting and summarizing data to produce basic financial statements (balance sheet, income statement, etc), students will be instructed on recognizing the uses and limitations of such statements. A particular attention will be given also to the financial statements prepared under the IFRS.

prerequisiti:

Financial Accounting, Principles of Accounting

programma del corso:

1. Introduction to Financial Statements and Other Financial Reporting Topics
2. IFRS and GAAP
3. Overview of financial reporting, financial statement analysis and valuation
4. Balance sheet
5. Income statement
6. Asset and liability valuation and income recognition
7. Statement of cash flows
8. Basics of analysis
9. Liquidity analysis
10. Profitability analysis
11. Forecasting financial statements

metodologie didattiche:

Open lectures, exercises and case studies

modalità di valutazione:

Oral exam

obiettivi formativi DS (Eng):

The main purpose of the course is to help students understand and analyze the financial statements under IFRS.

prerequisiti DS (Eng):

Financial Accounting. Principles of Accounting

programma del corso DS (Eng):

1. Introduction to Financial Statements and Other Financial Reporting Topics
2. IFRS and GAAP
3. Overview of financial reporting, financial statement analysis and valuation
4. Balance sheet
5. Income statement
6. Asset and liability valuation and income recognition
7. Statement of cash flows
8. Basics of analysis



-
9. Liquidity analysis
 10. Profitability analysis
 11. Forecasting financial statements

testi (A)dottati, (C)onsigliati:

altre risorse / materiali aggiuntivi:

Bibliography and course materials will be made available to the students at the beginning of the course and during the lectures.

orario di ricevimento:

After the lectures

e-mail:

e.metushi@unimc.it



FINANCIAL CRISIS

Prof.ssa Domenica Tropeano

corso di laurea: M13-0/15 **classe:** LM-77 **mutuazione:** classe LM-77
ore complessive: 20 **CFU:** 3 **SSD:** SECS-P/01
tipo modulo: -
semestralità: n/i **anno:** non indicato

Per Mutuazione da Economic policy + financial crisis Economic policy (corso di laurea: M13-IFE/15 classe: LM-77)

obiettivi formativi / risultati di apprendimento attesi:

prerequisiti:

Nessuno

programma del corso:

metodi didattici:

Lezione Frontale
Esercitazioni
Gruppi di Lavoro
Seminari

modalità di valutazione:

Scritto
Orale
Verifica intermedia

obiettivi formativi DS (Eng):

prerequisiti DS (Eng):

Nessuno

programma del corso DS (Eng):

testi (A)dottati, (C)onsigliati:

altre risorse / materiali aggiuntivi:
non indicati

orario di ricevimento:

e-mail:

tropeano@unimc.it



INTERNATIONAL CONTRACT LAW AND INVESTORS LAW INTERNATIONAL CONTRACT LAW

Prof. Tommaso Febbrajo

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** IUS/01

tipo modulo: -

semestralità: I Semestre **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:
inglese

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:
inglese

obiettivi formativi / risultati di apprendimento attesi:

To handle legal instruments of the bargaining that takes place in the global market.

The student is thus able to work professionally in the field of international trade and the international organizations of business and non-profit.

prerequisiti:

Basics of Civil and commercial law

programma del corso:

Both for attending and not attending students, the course covers letters of intent; recitals in international contracts; interpretation clauses; best efforts, reasonable care, due diligence, and general trade standards in international contracts; confidentiality clauses in international contracts; penalty clauses; limitation of liability and exemption clauses; force majeure clauses; hardship clauses; "English clauses," most-favored customer clauses, and first-refusal clauses; assignment clauses; termination clauses; and post-contractual obligations in international contracts. Sales of goods, Agency and distribution.

metodologie didattiche:

Lectures and discussion of case studies

modalità di valutazione:

The final examination will be oral. The student will be tested in-depth on subject matter related to the program

obiettivi formativi DS (Eng):

To handle legal instruments of the bargaining that takes place in the global market.

The student is thus able to work professionally in the field of international trade and the international organizations of business and non-profit.

prerequisiti DS (Eng):

Basics of Civil and commercial law

programma del corso DS (Eng):

Both for attending and not attending students, the course covers letters of intent; recitals in international contracts; interpretation clauses; best efforts, reasonable care, due diligence, and general trade standards in international contracts; confidentiality clauses in international contracts; penalty clauses; limitation of liability and exemption clauses; force majeure clauses; hardship clauses; "English clauses," most-favored customer clauses, and first-refusal clauses; assignment clauses; termination clauses; and post-contractual obligations in international contracts. Sales of goods, Agency and distribution.

testi (A)dottati, (C)onsigliati:

altre risorse / materiali aggiuntivi:

Attending students: educational materials will be provided during the course.

Non attending students: they have to contact the teacher to receive the educational materials

orario di ricevimento:

tuesday 18

e-mail:

t.febbrajo@unimc.it



INTERNATIONAL CONTRACT LAW AND INVESTORS LAW INVESTORS LAW

Prof. Francesco Bottoni

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** IUS/05

tipo modulo: -

semestralità: I Semestre **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:
English

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:
English

obiettivi formativi / risultati di apprendimento attesi:

To handle legal aspects of investment services in financial instruments.

prerequisiti:

Basics of civil and commercial law.

programma del corso:

The European rules for investment services in financial instruments. The Markets in Financial Instruments Directive (MiFID). The main elements of the reform (MiFID II).

The Italian Consolidated law on financial intermediation. Regulation of Intermediaries. Performance of investment services. Contracts for the provision of investment services.

metodologie didattiche:

Lectures

modalità di valutazione:

The final exam is oral. Examiners' questions aim to evaluate the level of knowledge of the subject matter related to the program as well as students' analytical and discriminating skills.

obiettivi formativi DS (Eng):

To handle legal aspects of investment services in financial instruments.

prerequisiti DS (Eng):

Basics of civil and commercial law.

programma del corso DS (Eng):

The European rules for Investment services in financial instruments. The Markets in Financial Instruments Directive (MiFID). The main elements of the reform (MiFID II).

The Italian Consolidated law on financial intermediation. Regulation of Intermediaries. Performance of investment services. Contracts for the provision of investment services.

testi (A)dottati, (C)onsigliati:

altre risorse / materiali aggiuntivi:

For attending students, educational materials will be provided in class.

Non-attending students have to contact the teacher to request information about the educational material.

orario di ricevimento:

Lunedì, 12-13.

e-mail:

francesco.bottoni@unimc.it

INTERNATIONAL MARKETING INTERNATIONAL MARKETING (MOD. A)

Prof.ssa Patrizia Silvestrelli

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** SECS-P/08

tipo modulo: -

semestralità: II Semestre **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:
Inglese

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:
Inglese

obiettivi formativi / risultati di apprendimento attesi:

The course analyses the international marketing strategies to make companies competitive in the global marketplace. Even though marketing principles and concepts are universally applicable, the environment within which the marketer must implement marketing plans can change dramatically from country to country. The course deals with the critical issues of country choice, foreign country entry, market segmentation and international marketing mix to make products suitable to foreign consumers (product management and branding, pricing, promotion and distribution channels).

The aim of the course is to provide students the knowledge and tools to comprehend the complexities of marketing products and services around the world both on a strategic and operational level. Students should leave the course with a comprehensive understanding of the way companies develop successful global marketing strategies and adjust to the global environmental changes.

prerequisiti:

Principles of Microeconomics
Principles of Business Management

programma del corso:

The content of the course includes the following topics:

Part I - The international marketing environment

International marketplace
Economic environment
Trade policy and institutions
Cultural environment
Legal and political environment
Emerging markets

Part II - International market entry

Strategic planning
Research process
Market analysis and segmentation
Market entry and expansion

Part III - Developing global marketing strategies

Global product management and branding
International logistics and material management
Global pricing
Integrated marketing communication and international advertising
Channel distribution and international sales management

metodologie didattiche:

Teaching is organised as lectures and seminars with guest speakers. Case-study analysis and assignments will be submitted to students in order to interrelate the empirical business world to the theoretical models.

modalità di valutazione:

A final written exams is mandatory to accomplish the course and acquire credits. The exams is addressed to evaluate student's knowledge about both the theoretical and empirical issues. The aim of the final exam is to verify the level of knowledge and the ability in analysing international marketing issues. Class attending is not compulsory, but strongly recommended. During the course, students are supposed to actively participate in class discussion about case studies and develop midterm assignments. The grades achieved will be part of the final evaluation.



obiettivi formativi DS (Eng):

The aim of the course is to provide students the knowledge and tools to comprehend the main issues about marketing products and services around the world both on a strategic and an operational level.

prerequisiti DS (Eng):

Principles of Microeconomics

Principles of Business Management

programma del corso DS (Eng):

The content of the course includes the following topics:

Part I - The international marketing environment

International marketplace

Economic environment

Trade policy and institutions

Cultural environment

Legal and political environment

Emerging markets

Part II - International market entry

Strategic planning

Research process

Market analysis and segmentation

Market entry and expansion

Part III - Developing global marketing strategies

Global product management and branding

International logistics and material management

Global pricing

Integrated marketing communication and international advertising

Channel distribution and international sales management

testi (A)dottati, (C)onsigliati:

1. (A) Michael R. Czinkota and Ilkka A. Ronkainen, *Principles of International Marketing (10th Edition)*, Cengage Learning, South-Western, 2013,

altre risorse / materiali aggiuntivi:

Students will be provided with teaching notes, slides and academic articles on the topics discussed in class. Further readings will be suggested to students during the course.

orario di ricevimento:

The office hour is indicated in the web page of the professor.

e-mail:

patrizia.silvestrelli@unimc.it



INTERNATIONAL MARKETING INTERNATIONAL MARKETING (MOD. B)

Prof.ssa Loretta Battaglia

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 20 **CFU:** 3 **SSD:** SECS-P/08

tipo modulo: -

semestralità: II Semestre **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:

The course is taught in English

obiettivi formativi / risultati di apprendimento attesi:

The second part of the course (mod.b) aims to equip students with the necessary skills to operate in the global or international context. In particular, the course aims to provide the marketing methods to understand, analyse, plan and conduct business internationally.

The development of the methodology of international marketing plan applied to some business cases, allow students to experience the setup of the internationalization of enterprises.

prerequisiti:

Basics of Marketing

programma del corso:

The course program will focus on the following phases:

- Analysis of a successful Italian company that operates in international markets: discussion of the business case, SWOT analysis
- Research, analysis and selection of international markets to enter, opportunity assessment, decision matrix and selection of the Country
- Decision: objectives definition and choice of international marketing strategy: entry mode and distribution, product and brand for the international market, pricing, communication
- Resources needed.

metodologie didattiche:

Discussion of case studies, group work and assignment to elaborate the international marketing plan, seminar with guest speaker.

Classes will be possibly held in a computer room in order to provide students of the search tools on the Internet network.

modalità di valutazione:

A final written exams is mandatory to accomplish the course and acquire credits. Students that take part at the elaboration of the international marketing plan during the course (mod.B) achieve a grade for the project that is part of the final evaluation.

obiettivi formativi DS (Eng):

The course aims to equip students with the necessary skills to operate in the global or international context. In particular, the course aims to provide the marketing methods to understand, analyse and conduct business internationally.

prerequisiti DS (Eng):

Basics of Marketing

programma del corso DS (Eng):

Global markets and the process of internationalization of firms

The cultural variable in international marketing

The international marketing environment and the foreign market selection

Foreign market entry and expansion

Segmenting international markets and defining the international marketing mix

o Modifying product for international markets

o Marketing services internationally

o International pricing

o International marketing Communication

o International distribution

o Personal selling and networking

Implementing an international marketing strategy (competitive marketing strategy and competitive position, Relationships, networks and strategic alliances in cross-cultural contexts, internal mark

testi (A)dottati, (C)onsigliati:

1. (A) Byoungho Jin and Elena Cedrola, *Fashion Brand Internationalization Opportunities and Challenges*, Palgrave,



Palgrave, 2016,

2. (C) Michael R. Czinkota and Ilkka A. Ronkainen, *Principles of International Marketing (10th Edition)*, Cengage learning, Cengage learning, 2013,

altre risorse / materiali aggiuntivi:

Students will be provided with teaching notes and slides (for attending and non-attending students).

orario di ricevimento:

martedì 18,00:19,00

e-mail:

loretta.battaglia@unicatt.it



INTERNATIONAL TRADE LAW AND WTO RULES

Prof. Giuseppe De marinis

corso di laurea: M13-0/15 **classe:** LM-77 **mutuazione:** classe LM-52
ore complessive: 40 **CFU:** 6 **SSD:** IUS/04
tipo modulo: -
semestralità: II Semestre **anno:** non indicato

Per Mutuazione da International trade law and wto rules (corso di laurea: M30-IER/16, M30-IPE/16 classe: LM-52)

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:
English

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:
English

obiettivi formativi / risultati di apprendimento attesi:

This course is meant to provide students, by means of theoretical and applied approach, with the understanding of the issues characterizing international trade law. It is composed of two modules: theory and applied. The course provides students with a specialized training on the main legal aspects of international trade relations, with particular regard to Application of international contracts and dispute settlement, customs and international transport law, the World Trade Organization (WTO) and to its rules.

At the end of the course students, through: a) the Module Theory will be able to understanding the UNIDROIT Principles of International Contracts and understand the difference between the most common contract law international trade, such as: purchase, agency and joint venture. b) the Module Applied will be developed competences linked to custom and transport law, international payments and international trade funds.

prerequisiti:

nothing more than those to be admitted to this Master degree

programma del corso:

Among the topics covered during the course, particular emphasis is placed on:
the origin and evolution of the international trading system; the drafting of contracts, legal aspects of the international contract negotiation; the most important types of international trade agreements; the discipline and customs formalities, international transport, with the INCOTERMS 2010 and the payment discipline in operations with foreign countries.

International trade law - Theory

Contracts, agreements and the principal clauses
Unidroit Principles 2010
Joint Venture
Reg. UE 17/06/2008
Letters of credits

International trade law - applied

- . an Introduction to Export-Import Practice
- . Why export and import? The benefits of international trade
- . The need for a professional approach
- . The risks of exporting and importing
- . Cultural and language differences
- . European Custom Law
- . The new EU Custom Law
- . Customs and Import & Export Procedures
- . Case Study

THE WORLD TRADE ORGANISATION (WTO)

- . History of the WTO and international trade
- . WTO membership
- . WTO-relevant rules and codes already in force
- . Rules of origin
- . Preferential and non-preferential origin
- . The World Custom Organization (WCO)



- . Anti- dumping, subsidies and Countervailing Measures
- . Understanding on Rules Governing the Settlement of Disputes
- . Implementation of WTO Agreement and rulings in EU law

SPECIAL TRADE TERMS ON INTERNATIONAL SALES

- . (Incoterms 2010 edition)
- . Overview of Incoterms rules
- . The revision process
- . Useful definitions
- . Role in sales/purchasing contracts
- . Hoops, hurdles and contracts
- . An American perspective
- . Incoterm-by-Incoterm analysis
- . Relation to payment term
- . International payment System

INTERNATIONAL CONTRACT LAW:

- . International contracts of sales and general conditions
- . Agency, Distributionship, Franchising and Occasional Intermediary Contracts

INTERNATIONAL TRANSPORTATION

- . Sea transportation
- . Containerized and multimodal transport
- . Air transport
- . Road and rail transport
- . Cargo insurance
- . Custom

metodologie didattiche:

The training approach of the course is characterized by a methodology that combines the traditional classes also exercises on case studies, simulations, and other educational activities specifically related to the practice of law and foreign trade technique and in particular the training and preparation of contracts, customs and international transport law.

modalità di valutazione:

an oral examination in english

obiettivi formativi DS (Eng):

The primary goal of the course is to provide students with specialized training on key legal issues related to international trade relations, with particular regard to international contract, custom law, transportation law and WTO rules

prerequisiti DS (Eng):

english language

programma del corso DS (Eng):

Unidroit Principles 2010
CISG 1980
Reg. UE 593/06/12
Letters of credits
Joint Ventures

testi (A)dottati, (C)onsigliati:

1. (C) a cura di Marco Tupponi, Autori Vari : G. De Marinis, A. Russo, L. Piccinino, Anna Montefinese, Eleonora Greppi, *Manuale di diritto Commerciale Internazionale*, Giappichelli Editore, Torino, 2014, cap. 4, 5, 6, 7, 8
2. (A) Clive M. Schmitthoff, *Schmitthoff's Export Trade - The Law and practice of international trade*, Sweet & Maxwell, London, 2012, the teacher during the lessons explains which parts shall be studied

altre risorse / materiali aggiuntivi:

Attending students will not study the part on UNIDROIT PRINCIPLES and the chapter on international commercial dispute resolution on Schmitthoff (from page 497 to 619). Only attending students will take the exam by studying the material provided during the lessons.

orario di ricevimento:

On Tuesday 11:00 - 12:00 AM at the end of the lesson, prior a request send by an email to g.demarinis@unimc.it



e-mail:

demarinis@commercioestero.net

INVESTMENTS ANALYSIS AND FINANCIAL RISK MANAGEMENT FINANCIAL RISK MANAGEMENT

Prof.ssa Nicoletta Marinelli

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** SECS-P/11

tipo modulo: -

semestralità: n/i **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:

English will be the teaching language

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:

English will be the language used in the written exam

obiettivi formativi / risultati di apprendimento attesi:

The aim of this course is to provide a thorough understanding of financial risk management techniques designed to maximize value of firm. The course highlights the management of financial risk and tools of risk management from business firm's perspective. A part of the course is devoted to the analysis of derivatives and their uses in risk management.

prerequisiti:

Enrolled students are expected to have familiarity with basic concepts of capital markets and finance (although some concepts will be briefly reviewed during the course). The level of mathematical complexity involved in these topics will be manageable.

programma del corso:

The course is divided into three parts:

1. Concepts and the economics of Risk Management
2. Tools for Financial Risk Management
3. The practice of Risk Management

The first part of the course will address the general concepts of risk management applied to firms, trying to shed light on why firms (should) hedge. The second part is more technical and it will cover the tools for hedging risks (in particular, financial derivatives). The last part will help students to understand how a hedging strategy can be designed and put into action to be effective.

metodologie didattiche:

Although the course is based on a theoretical approach, lessons will be followed by practical classes in which case studies and practical exercises will be discussed.

modalità di valutazione:

The final exam is written and covers all the three sections of this course. Specifically, it will include open questions and practical exercises. Open questions are aimed to assess the level of understanding of the theory; practical exercises are intended to evaluate the individual ability to put in practice theoretical concepts of financial risk management.

obiettivi formativi DS (Eng):

The aim of this course is to provide a thorough understanding of financial risk management techniques designed to maximize value of firm. A part of the course is devoted to the analysis of derivatives and their uses in risk management.

prerequisiti DS (Eng):

Enrolled students are expected to have familiarity with basic concepts of capital markets and finance. The level of mathematical complexity involved in these topics will be manageable.

programma del corso DS (Eng):

The course is divided into three parts:

1. Concepts and the economics of Risk Management
2. Tools for Financial Risk Management



3. The practice of Risk Management

The first part of the course will address the general concepts of risk management applied to firms, trying to shed light on why firms (should) hedge. The second part is more technical and it will cover the tools for hedging risks (in particular, financial derivatives). The last part will help students to understand how a hedging strategy can be designed and put into action to be effective.

testi (A)dottati, (C)onsigliati:

1. (A) J.C. Hull, *Options, Futures and Other Derivatives*, Pearson, Prentice Hall, Upper Saddle River, 2011,
2. (A) Brealey R., Myers S. and F. Allen, *Principles of Corporate Finance*, McGraw-Hill, NY, 2011, 20,21,26,27

altre risorse / materiali aggiuntivi:

The materials used in this course (slides/exercises) will be regularly uploaded on the teacher's personal page.

orario di ricevimento:

Monday:11:00/13:00

e-mail:

nicoletta.marinelli@unimc.it

INVESTMENTS ANALYSIS AND FINANCIAL RISK MANAGEMENT INVESTMENTS ANALYSIS (MOD. A)

Prof.ssa Emanuela Giacomini

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** SECS-P/11

tipo modulo: -

semestralità: n/i **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:

English

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:

English

obiettivi formativi / risultati di apprendimento attesi:

Investments Analysis provides an in-depth discussion of fundamental principles related to equity securities and bonds. The main objectives of this class include understanding a) how security markets function b) how securities (mainly equity and bonds) are priced c) how to form a portfolio and develop investment strategies.

prerequisiti:

Microeconomics and Financial Mathematics

programma del corso:

Topics

Part I. Basics of Investment

Topic 1 Investments background

BKM Chapter 1

Topic 2 Financial Securities

BKM Chapter 2

Topic 3 Securities Markets

BKM Chapter 3

Topic 4 Mutual Funds/Investment Corporations

BKM Chapter 4

Part II. Portfolio Theory and Application

Topic 5 Risk and Return

BKM Chapter 5

Topic 6 Efficient Diversification

BKM Chapter 6

Topic 7 CAPM & APT

BKM Chapter 7

Topic 8 Efficient Markets & Behavioral Finance

BKM Chapter 8/9

Part III. Security Valuation

Topic 9 Equity Valuation

BKM Chapter 13

Topic 10 Bond Prices and Yields

BKM Chapter 14

Topic 11 Performance Evaluation & Portfolio Management

BKM Chapter 18

metodologie didattiche:

Mainly theoretical lectures but also practical exercises and case studies

modalità di valutazione:

Final Grade Breakdown:

Final Exam 70%

Homeworks 20%

Final project 10%

Students that do not attend class will be evaluated based only on the final written exam.

obiettivi formativi DS (Eng):

Investments Analysis provides an in-depth discussion of fundamental principles related to securities. The main objectives include understanding how security markets function, how securities are priced and how to form a portfolio

prerequisiti DS (Eng):

Microeconomics and Financial Mathematics

programma del corso DS (Eng):

Topic 1 Investments background

Topic 2 Financial Securities

Topic 3 Securities Markets

Topic 4 Mutual Funds/Investment Corporations



Topic 5	Risk and Return
Topic 6	Efficient Diversification
Topic 7	CAPM & APT
Topic 8	Efficient Markets & Behavioral Finance
Topic 9	Equity Valuation
Topic 10	Bond Prices and Yields
Topic 11	Performance Evaluation & Portfolio Management

testi (A)dottati, (C)onsigliati:

1. (A) Bodie, Kane and Marcus, *Essentials of Investments*, McGrawHill/Irwin, USA, 2013, Capitoli 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 18.

altre risorse / materiali aggiuntivi:

non indicati

orario di ricevimento:

Monday 4 pm - 5 pm, or by appointment

e-mail:

EMANUELA.GIACOMINI@unimc.it

MATHEMATICAL METHODS FOR ECONOMICS AND FINANCE MOD. A

Prof.ssa Elisabetta Michetti

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 20 **CFU:** 3 **SSD:** SECS-S/06

tipo modulo: -

semestralità: n/i **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:

English will be the teaching language

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:

English will be the language used in the written exam

obiettivi formativi / risultati di apprendimento attesi:

The course pursues the main basic mathematical instruments necessary to study and solve economics or financial problems.

prerequisiti:

Basic concepts in Mathematics and Financial Mathematics

programma del corso:

Financial flows: regimes and evaluation of annuities, yield, duration and volatility indices. Matrices: eigenvalues, eigenvectors and quadratic forms.

metodologie didattiche:

Lessons and practical exercises also with the application of the software MatLab

modalità di valutazione:

The final exam is written and contains: (1) theoretical questions to assess the level of understanding of the theory (2) practical exercises to evaluate the ability to solve a given problem also by using the software MatLab

obiettivi formativi DS (Eng):

The course pursues the main basic mathematical instruments necessary to study and solve economics or financial problems.

prerequisiti DS (Eng):

Basic concepts in Mathematics and Financial Mathematics

programma del corso DS (Eng):

Financial flows: regimes and evaluation of annuities, yield, duration and volatility indices. Matrices: eigenvalues, eigenvectors and quadratic forms.

testi (A)dottati, (C)onsigliati:

1. (C) C.P. Simon & L.E. Blume, *Mathematics for Economists*, W. W. Norton, New York, 1994,

altre risorse / materiali aggiuntivi:

Materiale didattico messo a disposizione on-line dal docente.

orario di ricevimento:

Tuesday 11:00-13:00 (all the weeks)

e-mail:

elisabetta.michetti@unimc.it



MATHEMATICAL METHODS FOR ECONOMICS AND FINANCE MOD. B

Prof.ssa Elisabetta Michetti

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** SECS-S/06

tipo modulo: -

semestralità: n/i **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:

English will be the teaching language

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:

English will be the language used in the written exam

obiettivi formativi / risultati di apprendimento attesi:

The course pursues the main mathematical instruments necessary to study and solve economics or financial problems.

prerequisiti:

Contents of the course: Mathematical methods for economics and finance - Mod. a

programma del corso:

- (1) Functions of several variables
- (2) Unconstrained optimization
- (3) Constrained optimization with equality constraints
- (4) Constrained optimization with inequality constraints
- (5) MatLab: optimization toolbox
- (6) Economic and financial applications

metodologie didattiche:

Lessons and practical exercises with the MatLab optimization toolbox

modalità di valutazione:

The final exam is written and contains: (1) theoretical questions to assess the level of understanding of the theory
(2) practical exercises to evaluate the ability to solve a given problem also by using the software MatLab

obiettivi formativi DS (Eng):

The course pursues the main mathematical instruments necessary to study and solve economics or financial problems.

prerequisiti DS (Eng):

Contents of the course: Mathematical methods for economics and finance - Mod. A

programma del corso DS (Eng):

- (1) Functions of several variables
- (2) Unconstrained optimization
- (3) Constrained optimization with equality constraints
- (4) Constrained optimization with inequality constraints
- (5) MatLab: optimization toolbox
- (6) Economic and financial applications

testi (A)dottati, (C)onsigliati:

1. (C) C. P. SIMON - L. E. BLUME, *Mathematics for Economists*, W W Norton & Co Inc, Londra, 1994,

altre risorse / materiali aggiuntivi:

Materiale didattico messo a disposizione on-line dal docente.

orario di ricevimento:

Tuesday 11:00-13:00

e-mail:

elisabetta.michetti@unimc.it

PORTFOLIO THEORY

Prof. Roy Cerqueti

corso di laurea: M13-IFE/15 **classe:** LM-77
ore complessive: 40 **CFU:** 6 **SSD:** SECS-S/06

tipo modulo: -

semestralità: I Semestre **anno:** non indicato

lingue, oltre all'italiano, che possono essere utilizzate per l'attività didattica:
Inglese

lingue, oltre all'italiano, che si intende utilizzare per la valutazione:
Inglese

obiettivi formativi / risultati di apprendimento attesi:

Il corso si propone di fornire una preparazione teorica e a carattere quantitativo circa lo studio e l'analisi dei criteri di scelta di operazioni finanziarie incerte e della selezione di ottima allocazione delle risorse. Una parte del corso è incentrata sullo studio di alcuni strumenti costitutivi del calcolo stocastico.

prerequisiti:

Matematica Generale
Matematica Finanziaria
Statistica

programma del corso:

Processi stocastici, somme incerte, piano media-varianza, problema di selezione di portafoglio con combinazione di titoli ischiosi e non rischiosi, problema di Markowitz, dominanza stocastica

metodologie didattiche:

Lezioni frontali

modalità di valutazione:

Esame scritto e orale.

Si vogliono in questo modo accertare le conoscenze teoriche acquisite dallo studente, e verificare se la struttura teorica della preparazione è supportata da capacità di tipo applicativo.

obiettivi formativi DS (Eng):

The scope of this course is to provide a quantitative skillout regarding portfolio theory and finance, with a particular focus on the probabilistic methods

prerequisiti DS (Eng):

Mathematics - basic courses
Statistics
Classical financial mathematics

programma del corso DS (Eng):

Stochastic processes, random amounts, mean-variance framework, portfolio selection, Markowitz' model, stochastic dominance.

testi (A)dottati, (C)onsigliati:

1. (A) Hull, *Options, Futures, and Other Derivatives 9th Ed*, Pearson, Upper Saddle River, New Jersey, 2014,

altre risorse / materiali aggiuntivi:

Dispense a cura del docente

orario di ricevimento:

Martedì 14-16

e-mail:

roy.cerqueti@unimc.it