

Luiss

International Orientation

Orientation Workshop in Advanced Business Management 高级企业管理进修班

Companies and industries in a globalized world: the new
challenges of the post-Covid era

全球化世界中的公司和行业:后疫情时代的新挑战

20 - 21 January 2021

(09.00 - 12.00 am CEST)

2021年1月20 - 21日

(欧洲中部标准时间上午 09:00-12:00)

LUISS



General information 基本信息

Hours: 6 hours

时间:6 小时

Faculty Board: Alessandr Zattoni e Antonio Majocchi

教师委员会: Alessandr Zattoni e Antonio Majocchi

Academic Coordinator: Prof. Antonio Majocchi

学术协调员: Prof. Antonio Majocchi

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Course description 课程描述

Globalisation has significantly changed the way business and institutions works. The course will illustrate the strategies developed by international companies around the world in recent year. Seminars will blend theory with illustrative cases to present how international companies define their international strategies, organize their value chains, enter in different markets, how they implement their marketing strategies and how they manage their finances and human resources. A specific lecture will be focus on the case of the Italian Luxury and fashion industry.

全球化极大地改变了商业和机构的运作方式。该课程将说明近年来世界各地的国际公司开发的战略。研讨会将理论与说明性案例相结合，介绍国际公司如何定义其国际战略，组织其价值链，进入不同的市场，如何实施其营销战略，以及如何管理其财务和人力资源。一个具体的讲座将集中在意大利奢侈品和时装行业的案例。

Course prerequisites

报名条件

Second/Third/fourth year bachelor's programs student

本科二/三/四年级学生

Course objectives and learning outcomes 课程目标和学习成果

The main aims of the seminars are to explore the international business environment in the global economy; to highlight the roles, strategies and the behavior of international enterprises; through the seminar students will learn to approach issues in global management, international marketing and finance.

研讨会的主要目的是探讨全球经济中的国际商业环境；突出国际企业的作用、战略和行为；通过研讨会，学生将学习如何处理全球管理、国际营销和金融方面的问题。

At the end of the seminars students should be able to:

在研讨会结束时，学生应该能够：

Understand the business challenges facing firms in a global context

了解企业在全球背景下面临的商业挑战

- Identifying the key determinants of firm international marketing and financial strategies
- 确定企业国际营销和财务战略的关键决定因素
- Comprehend the reasons why firms internationalize, and also why some have been successful and others not
- 理解公司国际化的原因，以及为什么有些公司成功了，而有些公司没有成功

Class participation 课堂参与

Speaking ups in class will be highly encouraged and welcomed. It will be expected that students actively listen to their classmates, pay attention, and participate in the class by reading assignments, doing homework and contributing to the overall class environment.

我们非常鼓励和欢迎在课堂上畅所欲言。期望学生通过阅读作业、做作业和为整体课堂环境做出贡献，积极倾听同学的声音，集中注意力，参与课堂。

Leaving session for no reason and disrupting class is not allowed.

不允许无故离开课堂和扰乱课堂。

Teaching methodology 教学方法

Classes will reflect a multi-method methodology, comprising:

我们的课堂秉持灵活运用多种教学方法的授课理念，包括：

- A balanced combination of various teaching techniques including lectures, discussions as well as video materials.
- 各种教学技术的平衡组合，包括讲座、讨论以及视频材料。
- Sessions will be based on lectures (distance-learning) with slides which will introduce students to the specific topics. Lectures will present a blend of theory and practical illustrative examples.
- 课程将以讲座(远程学习)为基础，配有幻灯片，向学生介绍特定的主题。讲座将呈现理论和实际例证的结合。
- Students are expected to take notes during classes and participate actively in discussions and in the Q&A sessions following the presentations.
- 学生应该在课堂上做笔记，并积极参与讨论和陈述后的问答环节。

Course readings/resources 课程阅读材料/资源

Teaching materials (readings, case studies working papers, academic articles, video and interviews) will be provided directly to students via email for free. Buying books or any other teaching materials is not required.

教材(阅读资料、案例研究、工作论文、学术文章、视频和采访)将通过电子邮件

免费直接提供给学生。不要求购买书籍或任何其他教材。

Course schedule 课程表

Thursday 20/01/2021		Prof. Alessandro Zattoni, Head of the Department of Business and Management 工商管理系系主任
09:15-10:00 AM	Welcome Speech by Luiss	
	Presentation of Luiss University:	Prof. Antonio Majocchi
Thursday 20/01/2021	Introduction: The role Multinational Corporation in the world economy	
10:00-11:00 AM		Prof. Antonio Majocchi
	导言：跨国公司在世界经济中的作用	
Thursday 20/01/2021	Lecture: Global Organization Design/Cross Cultural Management	
11:00-12:00 AM	讲座：全球组织设计/跨文化管理	Prof. Luca Giustiniano
Friday 21/01/2021	Lecture: The Fashion and luxury sectors: the special links with “Made in Italy”	
9:00-10:00 AM	讲座：时尚与奢侈品行业：与“意大利制造”的特殊联系	Prof. Carlo Fei
Friday 21/01/2021	Lecture: International Marketing 2.0: Doing Traditional and Neuromarketing Research in the COVID-19 era	
10:00-11:00 AM	讲座：国际营销 2.0：在 COVID-19 时代做传统与神经营销研究	Prof. Rumen Pozharliev
Friday 21/01/2021	Lecture: International Finance	
11:00-12:00 AM	讲座：国际金融	Prof. Paolo Porchia

NB: Should the instructor be unavailable; a substitute teacher will give the scheduled or a prepared alternative lecture at the regular class time.

注：如讲师未能出席，代课老师将在正常上课时间代讲课表上的课或事先备好的替代课。