

INTERNATIONAL BUSINESS



UNIVERSITÀ
DEGLI STUDI DI TRIESTE

Prof. Donata Vianelli

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Office hours: Monday 18.00-19.30

During the summer the office hours can be different.

In general, always check the news!

My office:

2° floor, Room 211, Via Università 1

Enrollment and schedule

How to enroll in this class (TBD before the end of February):

- 1) Register in Moodle2, where you can find the slides of my class
- 2) Fill the following questionnaire
https://it.surveymonkey.com/r/IB_2015_2016
- 3) When you want to take the test, register on ESSE3

Class schedule:

Tuesday:	11.30 am – 2 pm (Room Ferrero)
Wednesday:	11.30 am – 3pm (Room Ferrero)
Thursday:	12 am – 2 pm (Room Ferrero)

IMPORTANT: See details in the Tentative Schedule

Course material



Book: Print on demand

Global Marketing and Entry Strategies, Vianelli D., Create, McGraw Hill
Higher Education <http://www.ilovebooks.it/global-marketing-entry-strategies-2012-2013-p-3019.html?osCsid=kj47gjunctq3podreaug97ncck5>

The book is available in all the UniTs bookstores:

- Libreria Luigi Einaudi
- Libreria Universitaria

The slides will be all available in Moodle.

Students attending all the lessons and taking notes can study only the slides if they take the test at the beginning of May.

All other students have to study the book.

Final Exam



Written test based on multiple choice and open ended questions.

The grade will be assigned in the following way:

- 1) 32 points based on the written test
- 2) Only for students participating in the **X-Culture Project**:
23 points + 9 points (7 + laude)
- 3) Test for students attending the course: May 3, 2016
- 4) Test during the Summer: June 7 and 30, September 6 and 22.

Tentative class schedule



- February 25
- March 1
- March 2
- March 3
- March 8
- March 9
- March 10
- March 15 – no lessons
- March 16 – lesson
- March 16 – X-Culture PW 16.00-19.00
- March 17
- March 30
- March 31
- April 5
- April 6 **(11.00 – 14.00)**
- April 7
- April 12
- April 13
- April 14 – no lesson: JOB UNITS
- April 19
- April 20
- April 21
- 6 hours – digital marketing
- **FINAL TEST: MAY 3?**



Not only lessons in/by UNITS

- X-Culture
- Companies' seminars / Meeting companies / internships
<http://www2.units.it/sportellolavoro/> - Job UNITS: April 14
- Exchanges in Europe: Erasmus
- International exchanges for second yr students: University of Northern Colorado – 4 open positions for the second semester 2016/2017 (January-May 2017) – selections in April 2016 – minimum average grade 26/30). Flight and accomodation, no tuition, financial support by the University of Trieste.
- Summer classes (July and August 2016 – to be confirmed) at UNITS with US students and US professor: 6 cfu. Two classes of 3 weeks on your choice)
- AIESEC
- Linkedin

Questions?



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