



The Course & package of Handouts are based on the BOOKS:

- GML – *Global Management Lectures* (2016 – Joe Santangelo)
- EXPORT MANAGEMENT & Corporate Strategy (2016 – Joe Santangelo)
- CONTEMPORARY MANAGEMENT (2016 – Jennifer George)
- GLOBAL BUSINESS TODAY (2011 - Charles W. Hill)



INTERNATIONAL ACADEMY OF ROME

LECTURER: **DR. GIUSEPPE SANTANGELO**

COURSE: INTERNATIONAL BUSINESS (CERTIFICATE) IB4632

SESSION: 0) COURSE PRESENTATION

Introduction

2



Session: 0) Course Presentation

Author's Presentation

The Lecturer

Joe Santangelo is currently the *Head of Development for Foreign Markets* at Petroltecnica S.p.A. (Italian Oil and Gas Solutions Provider) and *Vice President* of MPT S.p.A, Turkish Joint Venture Company based in Istanbul. As *Manager of Business Development*, Mr. Santangelo has trained his Turkish and Italian Sales Team in the following areas: *Global Management, Strategic Management, Market Assessment and Benchmarking, Sales Management, Decision Making, Cross-Cultural Negotiations, International Commercial Law*. From 2009 to 2011 the Author was *National Sales Director* at ATS Mobility – ZEAG AG, a Swiss Company with establishments in Italy. Being responsible for the Parking Systems Business Unit, he developed and executed for the Swiss headquarters and its suppliers, the 5 years Company growth plan, including the training of the entire Sales Force. Before then, from 1997 up to 2009, he was responsible for the Parking Business Unit of AJ Mobility and Siemens AG in Italy. As *National Sales Director* he developed and coordinated the implementation of strategies aimed at meeting the annual sales/profitability targets, maintaining knowledge of market trends, customer requirements, competitor actions, and customer base as well as assisting in developing new products and services and revising the existing ones, for business growth. In June 2016, Joe Santangelo publishes his first academic book: **“Export Management – An Enterprise Internationalization’s Manual”** – Bonferraro Editore – Catania/ITA. In October 2016 **“[Business is Fight] - Global Management Lectures”** is published by CHINASKI-EDIZIONI – Genova/ITA.

AIM OF THE COURSE

INTERNATIONAL BUSINESS – The Student:

- 1) Knows **business life practices** such as project management, risk management, and change management; develop an **awareness of entrepreneurship**, innovation, and sustainable development.
- 2) Knows modern **Strategic tools**, which enable the managers develop **Grand Corporate Strategies, Strategic Business Unit Plans and Programs, Operational Strategic Plans**.
- 3) Knows the **management concepts and managerial skills** necessary for the managers to conceive, plan, apply and execute an Internationalization of the Company (SME).

AIM OF THE COURSE

INTERNATIONAL BUSINESS – Official Syllabus:

“This course explores the strategic reasons that drive firms to invest abroad in the global marketplace of the 21st century with a focus on the Italian micro/multinationals. Students will analyze business strategies aimed to create value, such as intellectual property, patents and trademarks, examines the organizational challenges involved in implementing such strategies internationally, discusses the strategies of multinational enterprises in emerging economies. Case studies from the Fashion and Luxury industry will be treated adhoc”.

TOPICS

6

INTERNATIONAL BUSINESS – The Student:

- 1) **THE STRATEGY OF INTERNATIONAL BUSINESS**
(*Critical Costs in Internationalizing Companies*)
- 2) **MANAGER AS A PLANNER AND A STRATEGISTS**
(*Strategic Management Frames*)
- 3) **TEMPORARY EXPORT MANAGEMENT & Business Development**
- 4) **GLOBAL PRODUCTION TOOLS**

Raccomendations

7

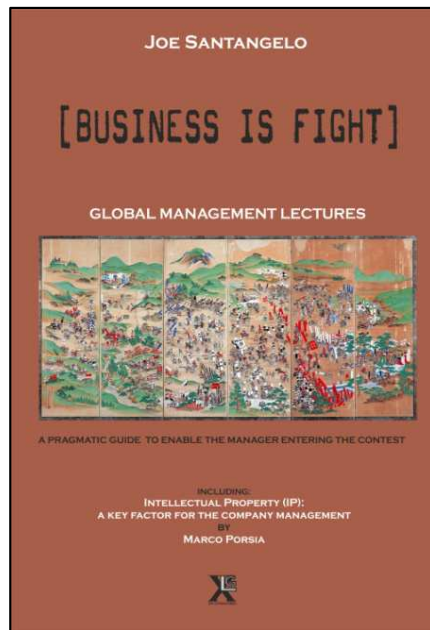
- ✓ **STOP the Professor** whenever something is NOT clear
- ✓ **STOP the Professor** if you need any **EXAMPLE**
- ✓ **STUDY** the Handouts
- ✓ **BE CURIOUS** and **INVESTIGATE** the topics by yourselves
- ✓ **SET UP** a personal **GOAL** on this Course

SOURCEs (Institutional & Handouts)

8

Export Management

CHK XCL (Genova-2017)



(English) Pages: 280
ISBN: 978-8899759124

Export Management

Bonferraro Editore (Catania-2016)



(Italian) Pages: 500
ISBN: 978-8862721240

Presentation of the Students

9



QUESTIONs:

- 1) **WHO** are you?
- 2) Your previous **EXPERIENCEs**?
- 3) Your **EXPECTATIONs** (course)?
- 4) Your **EXPECTATIONs** (career)?



10

NOW LET'S START



<http://www.joe-santangelo.com/>

Joes.ps.mail@gmail.com

0039/349/240.43.14 (ITA)

0044/750-931.82.86 (INTERNATIONAL)