

**NOVEMBER 2018**

# **INTERNATIONAL BUSINESS MANAGEMENT**

**MELBOURNE**

*Held by Monash University & Italian Chamber of Commerce and Industry in Melbourne*



**IBM**  
INTERNATIONAL  
**BUSINESS**  
MANAGEMENT

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## INTERNATIONAL BUSINESS MANAGEMENT COURSE

### *The Course*

The International Business Management Course (IBM) is an intensive course organized by the Italian Chamber of Commerce and Industry in Melbourne in co-operation with the Monash University in Melbourne.

The intensive course in International Business Management (IBM), is a unique program of study that combines business management and knowledge. Students learn to apply modern leadership and management theories and techniques in an international business environment and a global context. The program is delivered in the form of lectures, seminars, study visits, self-study, group activities and project work. The program provides students with knowledge, skills and abilities that are indispensable to future managers and consultants, working in all kinds of organizations, worldwide.

At the end of the course students will be able to evaluate and manage business opportunities, present on international markets, useful for the development of SMEs.

<b>Location</b>	<b>Melbourne</b>
<b>Length</b>	<b>10 days</b>
<b>Study load</b>	<b>60 hours</b>
<b>Language</b>	<b>English</b>
<b>Admitted students</b>	<b>25</b>
<b>Method</b>	<b>Lectures, seminars and group works</b>

### *The objective of the IBM Course*



The general objective of the IBM course is to develop a skill set that will allow participants to better understand and manage international business processes and dynamics, identify new markets and business opportunities, also through innovation.

The participants at the end of the course shall acquire the ability of both strategic and operational vision that allows them to approach the market with innovative strategies. The second specific objective will be reached in parallel with the ability to manage business projects (planning, implementing, managing, monitoring) useful for Businesses to enter new markets or develop their commercial operation at an international level.

The specific objectives are achieved by results. Ability to identify potential markets or international business opportunities, acquisition of technical and analytical capabilities for the management and enhancement of existing businesses at international level and the development of projects addressing specific needs of the company.

To maximize the impact of the training the course will be held in Australia, the course will be executed entirely in English, also enhancing the level of business English of the participants. The results of the IBM course will be achieved essentially through the development of specific activities included in the training course. These activities will comprise: lessons with lecturers specialised in different area of international business; visits to local and established businesses to experience the real business environment in the different areas that the course have been focusing on (market analysis and strategy, marketing, etc.), students will be organised in team work to present projects and business cases, etc. These activities involve the realization of sub-activities that will be then specified during the realization of the study plan of the course.

## COURSE STRUCTURE AND PROGRAME

### *Training Objectives*

IBM course lasts 10 days: it is an intensive, full-time, 60 hours programme, with an average of 4 hours of frontal lessons and 2 hours of individual study and practical work per day. The IBM course timetable is intensive to such an extent that it is the equivalent of a much longer Course's-type university programme. Therefore, the added value of IBM course lies in the fact that it enables students to gain specific competences and skills in such a short period of time. The Master didactic method is based on a practice-oriented approach, which aims at transferring knowledge through a learning-by-doing process. Students develop specific competences and skills through workshops when they work in small groups of 5-6 people constantly supported by experienced consultants and trainers.

Thanks to this Master, students acquire specific skills:

- Analysis of international markets
- Develop new business
- Optimal management of investments useful for entering new markets
- Selection of business partners
- Intercepting new business opportunities
- Create new business opportunities
- Evaluation of products / services to be placed on new markets
- Concepts relating to international trade law
- Marketing Strategy for entering the chosen market and methods of promotion of brand and products/services

IBM course includes a final exam for the achievement of the certificate and the **10 ECTS credits**. Students who do **not cumulate the 85% of the presences** to the lessons will not be admitted to the final exam and therefore will not receive the certificate and the relative ECTS credits.

Students who do not pass the final exam will not receive a certificate of participation in the course.

**All lectures are held in English.**

### *Learning goals*

Below in the table the learning objectives that students will have to achieve during the lessons of the IBM course.

LEARNING GOALS	ACADEMICS
Offsite course induction and delivery of pre-class learning material.	Dr Giovanni Di Lieto
Classify the key features and issues in the global environment in which international business takes place.	Dr Giovanni Di Lieto & Mr Syed Shah
Explain the impact that the environment has on the internationalisation process of a business organisation.	Dr Giovanni Di Lieto & Mr Syed Shah
Demonstrate an understanding of the role of entry mode choice and other strategic issues in order to succeed in international business.	Dr Giovanni Di Lieto & Mr Syed Shah
Assess the application of management theory to various global cultures and explain the complex challenges of the multinational business enterprise at the interpersonal and operational levels.	Dr Giovanni Di Lieto & Ms Jacqueline O'Toole
Compare a range of cross-cultural variables in the business environment, apply theory to cross cultural scenarios and critically	Dr Giovanni Di Lieto & Ms Jacqueline O'Toole

assess the strengths and weaknesses of national culture assessment tools.	
Self-evaluate study performance and reflect on learning progression.	
Critically examine the major hypothesis advanced to explain the dynamics of growth and change in selected Australasian economies	Dr Giovanni Di Lieto & Mr Syed Shah
Appreciate the main characteristics of the business environment in the selected countries, including business institutions and business practices; understand the role of government and the market as allocators of resources and engines of development.	Dr Giovanni Di Lieto & Mr Syed Shah
Synthesize and evaluate cultural and ethical perspectives to guide international organisation decision-making.	Dr Giovanni Di Lieto & Ms Jacqueline O'Toole
Research, synthesize, analyse, evaluate and communicate how innovative multidisciplinary decision-making occurs in organisations.	Dr Giovanni Di Lieto & Ms Jacqueline O'Toole
Develop analytical, written and oral skills by producing and delivering a thorough international business strategy report.	Dr Giovanni Di Lieto & Dr Mark Crosby
Self-evaluate study performance and reflect on learning achievements.	Dr Giovanni Di Lieto

The lessons of the IBM course will be held by expert faculty members of **Monash University**. The lessons will last approximately 4 hours and provide a 10-minute interval every 50 minutes. Classes will be held in the morning or afternoon or can be divided between morning and afternoon. The calendar of the lessons will be transmitted to the students admitted by e-mail and in paper form. The lessons will be held exclusively in English.

Guided tours are offered to international companies engaged in the Australian market. The guided tours will be held by professors of the University of Monash or by the managers of the offices of the Italian Chamber of Commerce in Melbourne. Visits will be useful for students to cope with highly experienced business managers who have been managing the company's activity in the global market for years.

### *International business strategy – report & presentation*

#### **Business Analysis**

Students will write and present a 2,000-word report to undertake an analysis of the business entry strategies available to their organisations and provide an assessment of each of the different strategies.

Students should consider the following in their report:

- The key decisions for creating the export strategy: which market to enter and the scale and form of entry, including: licensing, franchising, partnering, joint ventures and Greenfields.
- How to protect intellectual property.
- The potential market entry barriers they may encounter.
- Marketing strategy for entering the chosen market and methods of brand promotion and products/services. This should include:
  - A snapshot of the company's current situation, called a "situation analysis".
  - A description of the target audience.
  - A list of marketing goals.
  - A marketing communications strategy and the tactics to be used.
  - A marketing budget.

### Financial Plan and Budget

Students will provide a detailed outline of the level of required financial resources, based on a detailed financial plan and analysis, including the current financial position of the company, projected financial results for the first, second, third and fifth years.

The projected financial results must include a copy of the following financial documents:

- Start-up cost breakdown
- Break-even analysis
- Cash flow forecast
- Profit and loss (Income Statement) forecast
- Balance sheet forecast

### Conclusion

Students should provide a conclusion to their report which sums up their main arguments and indicates future Australasian markets for expansion.

### *Final presentation*

Students will deliver an oral presentation (15 minutes + 5 minutes question time) demonstrating how they have investigated, analysed and applied the key course disciplines.

Oral presentations are normally held in the last class and attendance for all students is mandatory. Each student is required to attend and be an active audience member during the question time for all other presentations.

### *The University tuition fees*

The total enrolment fee for attending the course amounts to € 1,300 (for the entire period of the course). The payment of the tax cannot be divided into instalments. The registration fee must be paid during the application stage: proof of payment must be attached to the application.

The tuition fees include:

- registration fee

- registration for the Master's edition (November-December 2018)
- educational material (books, brochures, photocopies, USB, etc.)
- access to computers, printers and internet in the class room
- seminars at Australian companies / institutions
- support in finding accommodation and flights
- publication of the profile of the participants in the job-link service
- Student Guide
- Course diploma

Tuition fees do not include accommodation in Melbourne and anything not mentioned in the list above.

### *How to Apply*

Application for the November-December 2018 edition - **DEADLINE: 30 September 2018.**

**The IBM applications must be executed through the attached form complete with the following documents:**

- CV preferably in English
- an accompanying letter, preferably in English, stating their motivation to attend IBM Course
- language certificates if available
- a copy of the passport or other identification document
- proof of payment of the registration fee of € 1,300.

For more information on how to apply and information on data to make payment, write to [events@italcham.com.au](mailto:events@italcham.com.au)

### *Selection Procedure*

**Only 25 candidates** will be admitted to the IBM Course. An admissions committee from the Italian Chamber of Commerce in Melbourne and Monash University in Melbourne will evaluate applications.

Candidates who reach an evaluation of more than 75% will be directly admitted and notified by email within 5 days (from the registration deadline).

**Evaluation criteria:**

- motivation (35%)
- degree course or university degree (30%)
- work experience or training abroad (15%)
- work experience and internship in your country (15%)
- English level (10%)
- other languages (5%)

**CARREER PROSPECT**

The program provides students with the knowledge, skills and abilities that are indispensable for prospective managers and consultants, working in all types of organizations, all over the world. Students will be able to exploit new opportunities for success by working for small and medium-sized enterprises, international companies, public administration and NGOs.

### *JOB LINK services*

**JOB LINK: Go Study** offers effective tools to find employment. Your level of English will be a determining factor to achieve success. Students will receive advice and improvements on CV, letter of presentation, customized consultancy, seminars and Job sessions and support to compile all administrative paperwork - to enable work in Australia.

## THE PARTNERS IN A NUTSHELL

### *Italian Chamber of Commerce and Industry in Melbourne*

The Italian Chamber of Commerce and Industry in Australia - Melbourne Inc. (ICCI Melbourne) is a non-profit, membership-based organisation incorporated in Victoria in 1984 and officially recognised by the Italian Government in 1987. It plays an active role in the Australian economy as an independent service provider and broker specialising in the development and promotion of bilateral trade between Italy and Australia through proactive consultancy and skilled project management. Our mission is to strengthen the quality of commercial exchanges between Italy and Australia to achieve the most valuable, progressive and sustainable outcomes.

### *Go Study*

Go Study Australia is an agency that offers free support for everyone who wants to study, work or migrate to Australia. For 10 years, our mission remains the same: to be the best support for an unforgettable experience in Australia! We have today 11 offices around the world between Europe and Australia. We already helped over 20,000 people to realize their Australian Dream. Our approach is simple and transparent: competence, professionalism, and passion. All our counsellors have lived, travelled, worked and studied in Australia. This experience is our strength. Our counsellors will help you towards all the steps of your journey and live your Australian experience in the best conditions!

### *Monash University*

Monash University is a public research university based in Melbourne, Australia. Founded in 1958, it is the second oldest university in the State of Victoria. Monash is a member of Australia's Group of Eight, a coalition of Australia's eight leading research Universities, a member of the ASAIHL, and is the only

Australian member of the M8 Alliance of Academic Health Centers, Universities and National Academies. **Monash is one of two Australian universities to be ranked in the École des Mines de Paris (Mines ParisTech) ranking on the basis of the number of alumni listed among CEOs in the 500 largest worldwide companies.**

### *University of Calabria (UNICAL)*

The University of Calabria (in short UniCal) is an Italian state university founded in 1972, the largest of the Calabrian universities. The university is located on the hills of Arcavacata, a hamlet of the municipality of Rende, in the urban area of Cosenza. Among its founders were Beniamino Andreatta, Giorgio Gagliani, Pietro Bucci and Paolo Sylos Labini. The University of Calabria is in the top 100 among the "best young universities" in the world, third among the Italian ones and 51 ^ in the general classification. The 2017 Times Higher Education ranking in the section dedicated to universities that are less than 50 years old.

## Contact & reference

*Italian Chamber of Commerce in Melbourne*  
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