
Higher Technical Expert in Business Internationalization Processes

What is an ITS Academy course?

ITS Academy courses were established by the Prime Ministerial Decree of January 25, 2008.

These Higher Technical Institutes are part of the reorganization process of the Italian educational system.

ITS Academy LAST offers innovative two-year post-diploma programs that combine high-level training with work experience, in line with national industrial trends.

This is achieved through a continuous exchange with more than 600 companies in the territories where the Foundation operates, focusing on the development of skills and knowledge to create professional profiles tailored to real employment needs.

The courses are structured in two phases (applied across both years):



First part:

Classroom lessons

Lessons are primarily taught by professionals from the corporate world, as well as professors from the university sector. During classroom hours, students engage in both team and individual Project Work, company visits, and conferences.

Second part:

Curricular internship

Conducted within production facilities of the relevant sector, this part of the program is essential for putting the knowledge and skills acquired during the year into practice. It allows students to experience the corporate atmosphere and make themselves known to the company for potential career development after the program concludes.

Why attend an ITS Academy instead of other post-diploma paths?

For over 10 years, ITS Academy LAST courses have consistently ranked at the top of national leaderboards for educational quality. With average class sizes of 20 students, the academy boasts an employment rate of approximately 95% across all areas within one year of graduation. These programs allow you to gain work experience abroad through Erasmus+ and provide access to a network of more than 600 companies both regionally and nationally. Finally, the courses award a Higher Technical Diploma (Level 5 EQF).



Why Choose the Internationalization Sector?

On the global stage, Italy stands out as one of the leading countries with a strong manufacturing vocation and a high propensity for exports.

Opportunities in foreign markets are steadily growing. These can be seized through the efficient management of international logistics and all operational and documentary procedures related to the import and export of goods, as well as through the efficient and effective organization of supply and distribution networks.

For companies with a strong international drive, it is essential to acquire and develop proper expertise in market entry strategies. This ensures excellent customer service—meeting the demand for fast and reliable delivery times—and allows for the efficient management of distribution costs. These costs can be highly complex, variable, and burdensome, particularly in third-party logistics (3PL) contexts for e-commerce purchases.

It is clear, therefore, how in a context of intense expansion and development within target and supply markets, a pragmatic approach to internationalization processes and global market entry strategies becomes a decisive element to be managed efficiently and effectively.

A proper analysis of the specific characteristics of each product sector, a deep understanding of the multicultural dynamics underlying them, combined with a familiarity with the digital innovations driven by Industry 4.0, represent the focal points for the successful management of the distribution network and the value chain as a whole.

The Higher Technical Expert in Business Internationalization training project combines a managerial section with an operational one, with the aim of planning, supporting, and guiding the company during its consolidation in foreign markets or throughout the entire market entry process.

Course Description

The program is aimed at training the professional figure of the Higher Technical Expert in Business Internationalization. This specialist is capable of designing and managing the dynamics, flows, and activities that support the internationalization and commercialization of products in foreign markets. Furthermore, they guide logistical operational processes and customer management, including on virtual platforms. Knowledge of multicultural dynamics and Industry 4.0 innovations allows the Higher Technician to effectively engage with key competitors by developing dynamic and flexible export plans.

The Higher Technical Expert in Business Internationalization primarily operates within internationally-oriented companies aiming to expand their client base or develop a market entry plan for the global market. Consequently, they possess knowledge of foreign market entry strategies, expertise in related international contracts and taxation, and the ability to organize and manage international shipping and logistics, covering administrative, operational, and managerial aspects.

Career Opportunities

- Export Manager Assistant
- Import/Export Administrative Clerk
- E-commerce and Digital Export Management Specialist
- International Transport Office Clerk
- International Sales Operations Specialist
- Import/Export Sales Representative / Commercial Clerk

Course Subjects

Transversal Skills (General)

- English (General and Technical)
- Career Guidance / Professional Orientation
- Workplace Health and Safety
- IT and Industry 4.0 Technologies
- Company Visits and Conferences
- Project Work

Core Subjects (Specialized)

- Business Organization and Marketing
- Foreign Market Entry Strategies
- Services and Industry 4.0 Technologies for Internationalization
- Digital Export Management
- International Market Economics
- E-commerce, Digital Marketplaces, and Virtual Trade Fairs