

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/BM_2015_2016
- 2) When you want to take the test, register on ESSE3

Class schedule:

Monday:	3 pm- 6 pm (Room Baciocchi)
Tuesday:	3 pm – 6 pm (Room Baciocchi)
Thursday:	3.30 pm – 6 pm (Room Baciocchi)

**IMPORTANT: the schedule is different with visiting professors.
See details in the Tentative Schedule**



Course material

Book: Print on demand

<http://www.ilovebooks.it/business-management-p-3831.html>

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 to take the test in March and April.

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) 30 points based on the written test.

2) The test is divided into **two parts**.

The **first part** contains **3 questions** focused on topics that you should know because they are fundamental in the knowledge of management.

The **second part** contains other questions on specific management topics. If you do not answer correctly to the first part, you have to retake the exam.

3) Test for students attending the course the will be done on April 28 or May 3

4) Test during the Summer: June 7 and 30, September 6 and 22.



Tentative class schedule

- February 22
- February 23 **3.00 to 4.15 pm**
- February 25
- February 29 – no lesson
- March 1
- March 3
- March 7
- March 8
- March 10
 - **3.30 to 6.00 pm OR ***
 - **5.00pm to 7.30 pm**
- March 14 - **3.00 to 6.30 pm ***
- March 15 - **3.00 to 7.00 pm ***
- March 17 - **3.30 to 6.30 pm ***
- March 31
- April 4
- April 5
- April 7
- April 11 – **3.00 to 7 pm ****
- April 12 – **3.00 to 7 pm ****
- April 14 – **no lesson: Career day**
- April 18
- April 21
- April 28 – **FINALTEST**

* Prof. Abe Harraf - USA

** Prof. James Reardon - USA



Learning Objectives

The corporation and its stakeholders

- Business and society
- The stakeholder theory of the firm
- Stakeholder analysis

Company's characteristics

- Vision
- Mission
- Objectives and strategies

The corporation's social responsibilities

- Corporate power and responsibility
- Corporate social responsibility (CSR)
- The social enterprise; The B corporation; Serving the Bottom of the Pyramid
- Business Ethics



Learning Objectives

What is strategy?

- The nature of strategy
- Characteristics of strategic problems
- Key definitions
- Basic strategy analysis:
- Plans, decisions and actions;
- External assessment (PEST analysis)
- Internal assessment
- SWOT analysis



Learning Objectives

Industry analysis and competitive advantage

- Cost analysis
- Demand analysis
- Markets and competition
- Industry analysis (Porter's Five Forces)
- Porter's generic strategies (Cost leadership, Cost focus, Differentiation, Differentiation focus)
- Industry transformation
- Sources of competitive advantage
- From competitive advantage to competitive strategy
- Cost advantage
- Differentiation advantage
- Competitive advantage



Learning Objectives

Competitive strategy: the analysis of strategic position

- The strategy cycle
- The value chain
- The value chain and cost analysis
- Strategic market segments and segmentation variables
- Value creation and value analysis
- Strategic groups
- Strategy making in practice
- The business model



Learning Objectives

Competitive strategy: the analysis of strategic capability

- The resource based view (RBV)
- Management of core competences
- Linking core competence to competitive advantage
- Competitive strategy and positioning
- The value chain
- The value chain and cost analysis
- Strategic market segments and segmentation variables
- Value creation and value analysis
- Strategic groups
- Strategy making in practice
- The business model



Learning Objectives

Operations and Supply Chain Management (1)

- What is Operations and Supply Chain Management?
- Distinguishing Operations versus Supply Chain Processes
- Categorizing Operations and Supply Chain Processes
- Differences between services and goods / Good Service Continuum and bundling
- Historical development of Operations and Supply chain management
- Current issues in Operations and Supply chain management
- Efficiency, effectiveness and value
- Operations and Supply chain strategy
- Risk associated with operations and supply chain strategies
- Productivity measurement



Learning Objectives

Operations and Supply Chain Management (2)

- Product design and Product development process (Ch. 3, only pages 42-49)
- Capacity management in operations and supply chain management (Ch.5 - For students attending the course, mainly based on slides)
- Lean Supply chain (Ch14 - For students attending the course, mainly based on slides)



Learning Objectives

Marketing, Distribution and Logistics (1)

- Marketing's Value to Consumers, Firms and Society
- Definition of marketing
- The role of Marketing in Economic Systems
- The marketing concept and customer value
- Marketing and ethics
- Marketing Strategy Planning
- Target Marketing
- Marketing Mix for Target markets
- The marketing plan
- Customer lifetime value and customer equity
- Marketing Strategy planning for place
- Channel System
- Channel Specialists
- Channel relationships



Learning Objectives

Marketing, Distribution and Logistics (2)

- Traditional and vertical marketing systems
- Multichannel distribution
- Entering international markets
- Physical Distribution
- Logistics activities
- Transportation Functions
- Storing functions
- Distribution centers

Business Plan development

- The structure of a business plan
- The most critical risks in a plan



Not only lessons in/by UNITS

- Group work
- Companies' seminars
- Meeting companies / internships <http://www2.units.it/sportellolavoro/>
- 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)
- Be prepared for your future: gmat, toefl, etc...

QUESTIONS?

