

Prof. Donata Vianelli

donata.vianelli@deams.units.it

Office hours: after the lesson OR by appointment

**During the summer the office hours are
in the DEAMS internet site.**

**In general, always check the news because my office
hours frequently change.**

My office:

2° floor, Room 203, Via Università 1



Enrollment and schedule

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

- 1) Register in Moodle2, where you can find the slides of my class
- 2) **IMPORTANT:** Fill the following questionnaire (end click «done» at the end) – if you don't register by the end of February, you are not an attending student
https://www.surveymonkey.com/r/BM2018_2019
- 3) When you want to take the test, register on ESSE3

Class schedule:

Monday: 3 pm – 7.00 pm (Room 5)

Tuesday: 3 pm – 6.00 pm (Room 5)

Thursday: 3 pm – 6.00 pm (Room 5)

Course material



Book: Print on demand

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

The book is available in the UNITS Library.

The slides are all available in Moodle.

Ask for your password of the **Economist** (and Sole 24 ore) at Units library in Via Università 1. You can read / listen with your smartphone the articles needed for the lessons.

Students **attending all the lessons** and **taking notes** can study only from the slides and take the test earlier. They don't need to

Students not attending the lesson can study from the book and the slides, and take the test only on May 28, June 11, July 2, and September 19.

Final Exam for students attending the BM class



- Written test** based on multiple choice and open ended questions.
- Class project** to be presented with your student team.

The grade will be assigned in the following way:

- 1) 24 points based on the written test.
- 2) 6 points based on the class project (not compulsory)

The written 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. During the lessons I will tell you which are the core topics. If you do not answer correctly to the first part, you have to retake the exam – 9 points

The **second part** contains other questions on specific management topics – 15 points. To get 15 points, you can answer to some of the questions that are all compulsory for not attending students (15 points out of 21 points)

- 4) Test for students attending the course will be done in April.
- 5) Test during the Summer: May 28, June 11, July 2, and September 19.

Final Exam for students NOT attending the BM class



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. During the lessons I will tell you which are the core topics. If you do not answer correctly to the first part, you have to retake the exam – 9 points

The **second part** contains other questions on specific management topics – 21 points.

- 3) Test during the Summer: May 28, June 11, July 2, and September 19



Tentative class schedule

- February 18
- February 19
- February 21
- February 25 (17.00 – 19.00)
- February 26
- March 4
- March 5
- March 7
- March 11
- March 12
- March 14
- March 18 – Prof. Reardon
- March 19 – Prof. Reardon
- March 21 – Prof. Reardon
- March 25
- March 26
- March 28
- April 1 – 3.00 to 6.30 – Prof. Harraf
- April 2 – 3.00 to 6.30 – Prof. Harraf
- April 4 – 3.00 to 6.30 – Prof. Harraf
- April 8 – ?
- April 9 - ?
- TBD– teamwork presentation (3 to 7.30pm)
- TBD– teamwork presentation (3 to 7.30pm)
- TBD– **FINALTEST (max 60 students)**
- TBD– **FINALTEST (max 60 students)**

* Prof. Abe Harraf - USA

** Prof. James Reardon - USA

Teamwork presentation: students can choose to attend only the lesson (from 3 to 7.30pm) where their team is presenting the project. **8-9 teams per day!**



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

- 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 Strategy Planning
- Marketing Mix for Target markets
- The marketing plan



Not only lessons in/by UNITS

- Team work
- Companies' seminars
- Companies seminars / career day
- Exchanges in Europe: Erasmus; International exchanges for second yr students: University of Northern Colorado – Applications in December 2019. Flight and accomodation, no tuition, financial support by UNITS.
- Two summer classes of about 15 students (May and July 2019 – to be confirmed at the beginning of May) at UNITS with US students and US professor: 6 cfu. One class of 3 weeks).
- March 8, 2019 (15.00 – 18.00) – Donne e Lavoro nel 2019: Start Up femminili e futuro imprenditoriale. Organized by Units with Mib Trieste School of Management and AIDDA (Associazione Italiana Donne Imprenditrici e Dirigenti di Azienda)
- Be prepared for your future: gmat, toefl, etc...
- <https://www.festivalcittaimpresa.it/academy-bando/> (first deadline today)

QUESTIONS?

