



UNIVERSITÀ DEGLI STUDI DI PALERMO

DIPARTIMENTO	Scienze Economiche, Aziendali e Statistiche		
ANNO ACCADEMICO OFFERTA	2015/2016		
ANNO ACCADEMICO EROGAZIONE	2016/2017		
CORSO DILAUREA MAGISTRALE	SCIENZE ECONOMICO-AZIENDALI		
INSEGNAMENTO	GLOBAL MANAGEMENT AND CORPORATE STRATEGY C.I.		
CODICE INSEGNAMENTO	18131		
MODULI	Si		
NUMERO DI MODULI	2		
SETTORI SCIENTIFICO-DISCIPLINARI	SECS-P/08		
DOCENTE RESPONSABILE	AMENTA CARLO	Professore Associato	Univ. di PALERMO
ALTRI DOCENTI	MOCCIAIRO LI DESTRI	Professore Ordinario	Univ. di PALERMO
	ARABELLA		
	AMENTA CARLO	Professore Associato	Univ. di PALERMO
CFU	10		
PROPEDEUTICITA'			
MUTUAZIONI			
ANNO DI CORSO	2		
PERIODO DELLE LEZIONI	2° semestre		
MODALITA' DI FREQUENZA	Facoltativa		
TIPO DI VALUTAZIONE	Voto in trentesimi		
ORARIO DI RICEVIMENTO DEGLI STUDENTI	AMENTA CARLO		
	Venerdì	11:00 12:00	Online
	MOCCIAIRO LI DESTRI		
	ARABELLA		
	Lunedì	10:00 12:00	DSEAS

DOCENTE: Prof. CARLO AMENTA

PREREQUISITI	
RISULTATI DI APPRENDIMENTO ATTESI	The focus of the course is on the techniques and tools which firms adopt to manage global markets. The strategical and operative aspects of global management will be analyzed using case studies. Students will also learn how country specific factors can affect consumer behaviour and how the firm should build its organization in order to succeed on global markets. Students will learn how marketing managers can affect other business functions for effective corporate performance on a global basis.
VALUTAZIONE DELL'APPRENDIMENTO	prova orale
ORGANIZZAZIONE DELLA DIDATTICA	lezioni

**MODULO
GLOBAL MANAGEMENT**

Prof. CARLO AMENTA

TESTI CONSIGLIATI

Kotabe M, Helsen K. (2010), Global Marketing Management 5th edition, Wiley

TIPO DI ATTIVITA'	B
AMBITO	50583-Aziendale
NUMERO DI ORE RISERVATE ALLO STUDIO PERSONALE	114
NUMERO DI ORE RISERVATE ALLE ATTIVITA' DIDATTICHE ASSISTITE	36

OBIETTIVI FORMATIVI DEL MODULO

The focus of the course is on the techniques and tools which firms adopt to manage global markets. The strategical and operative aspects of global management will be analyzed using case studies. Students will also learn how country specific factors can affect consumer behaviour and how the firm should build its organization in order to succeed on global markets. Students will learn how marketing managers can affect other business functions for effective corporate performance on a global basis.

PROGRAMMA

ORE	Lezioni
2	Introduction to global management
6	Globalization and its impact on the financial and economic environment
8	Strategic aspects of global management
10	Techniques and tools for global management
8	The planning of global marketing strategies
2	Emerging markets

MODULO CORPORATE STRATEGY

Prof.ssa ARABELLA MOCCIARO LI DESTRI

TESTI CONSIGLIATI

Collis D. J. & Montgomery C.A, Corporate strategy: resources and the scope of the firm, Irwin/McGraw-Hill, 1997

Cases: General Electric & Jack Welch; Bird's Eye; Shanghai General Motors; Bocconi

TIPO DI ATTIVITA'	C
AMBITO	21021-Attività formative affini o integrative
NUMERO DI ORE RISERVATE ALLO STUDIO PERSONALE	76
NUMERO DI ORE RISERVATE ALLE ATTIVITA' DIDATTICHE ASSISTITE	24

OBIETTIVI FORMATIVI DEL MODULO

EXPECTED EDUCATIONAL GOALS

Knowledge and comprehension

The course is aimed to transmit in-depth graduate knowledge of the strategic logics underlying top managers' choices and the processes which lead to value creation in multibusiness corporations.

The course is aimed to allow students to develop a deep comprehension of the theoretical principles underlying corporate strategy choices. Parallel to the theoretical setting of the main issues concerning corporate strategy, the course will treat practical models which render theoretical issues concrete and which may be of use to support real context managerial choices. The discussion of practical models is also directed to provide students with a rich array of instruments they may fruitfully apply in their future work within varied firm settings.

Capacity to apply knowledge and comprehension

The course will expose students to the idea of firms as complex dynamic systems and highlight the interconnected nature of aspects internal and external to the organization, as well as the reciprocal links between the financial and the strategic aspects of firm choices. Given the aims of this course, particular attention will be paid in order to develop the capacity to apply the analytical models analyzed nimbly in varied empirical real world settings. Instrumental to this aim, is the detailed description of the contexts in which each model may be applied, the usefulness of each model, as well as its limits. Through the didactical use of case discussions in the classroom, this course will push students to develop their capacity to reason critically and their confidence in applying the models studied to concrete cases once they are engaged in real work settings.

Autonomous reasoning capacities

The course is aimed to spur students to mature a distinct capacity to reason autonomously and to link the theoretical themes covered during the classroom sessions to the empirical contexts in which they may apply. The focus of the themes treated will regard the corporate choices which consent firms to create value, with particular focus on the strategic aspects in the implementation of such choices. Classroom discussion will be targeted to develop full comprehension of the theoretical issues, together with the capacity to evaluate critically the operational applicability of the models treated.

Communication abilities

By following this course, students will develop communication abilities and a specific technical terminology regarding the main resources and processes belonging to the principal corporate strategy academic and practitioner literature. Each participant will be encouraged to present and transfer to others, in a clear and precise way, analyses and opinions concerning the strategic thematic proposed in the syllabus.

Learning capacities

The structure of the course and the didactic methods used will stimulate active participation on behalf of the students. The use of both inductive and deductive learning processes are aimed to consent a full comprehension of the themes proposed in the syllabus. Furthermore, the professor will verify the degree to which students have matured an adequate comprehension of the themes treated and will vary the pace of the course accordingly. This mixture of teaching techniques is geared to allow students to mature a deep comprehension of the main themes and aspects related to corporate strategy and to develop the capacity to apply the models studied to a variety of concrete empirical settings.

Educational goals of the course

The Corporate Strategy course for the Post-graduate degree in Entrepreneurship and management focuses on the strategic aspects underlying the fundamental choices that pertain specifically to top managers within corporations. In general, a firms' strategy is the result of strategic choices which find a limitation in the amount of financial resources available and a performance criteria in the capacity to create value. In this sense, strategy is conceived as a system of managerial initiatives aimed to consent the firm to gain superior performances vis-à-vis their competitors and create value. Students are urged to reason on and comprehend the main theoretical and practical aspects of these broad themes.

Though the course maintains a fundamentally unitary logic, it is possible to distinguish two parts of the syllabus which include homogeneous topics. The first part concerns the options available to managers in order to create value at the corporate level, the systemic nature of corporate strategy and the nexus between internal and external variables, the relationship between the economic and financial strategy of the firm. The second part of the course will be dedicated to a limited set of strategies available to top managers. The strategies considered include both more consolidated and more recent ones. In particular, the strategies treated include: diversification and integration; alliance creation and management; M&As, co-opetition, and the transformation of corporate strategies that have become inadequate.

PROGRAMMA

ORE	Lezioni
2	Introduction: From business to corporate strategy
2	The corporate strategy triangle: basic corporate strategies
8	Diversification
4	Chossing the firm scope: vertical integration
2	M&A – Alliances - Greenfield investments
2	Coopetition
4	Corporate Trasformation