



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Scienze Economiche, Aziendali e Statistiche		
<b>ACADEMIC YEAR</b>	2019/2020		
<b>MASTER'S DEGREE (MSC)</b>	BUSINESS ECONOMIC SCIENCES		
<b>INTEGRATED COURSE</b>	GLOBAL MANAGEMENT AND CORPORATE STRATEGY - INTEGRATED COURSE		
<b>CODE</b>	18131		
<b>MODULES</b>	Yes		
<b>NUMBER OF MODULES</b>	2		
<b>SCIENTIFIC SECTOR(S)</b>	SECS-P/08		
<b>HEAD PROFESSOR(S)</b>	AMENTA CARLO	Professore Associato	Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	MOCCIAIRO LI DESTRI ARABELLA	Professore Ordinario	Univ. di PALERMO
	AMENTA CARLO	Professore Associato	Univ. di PALERMO
<b>CREDITS</b>	10		
<b>PROPAEDEUTICAL SUBJECTS</b>			
<b>MUTUALIZATION</b>			
<b>YEAR</b>	2		
<b>TERM (SEMESTER)</b>	2° semester		
<b>ATTENDANCE</b>	Not mandatory		
<b>EVALUATION</b>	Out of 30		
<b>TEACHER OFFICE HOURS</b>	<b>AMENTA CARLO</b> Friday 11:00 12:00 Online <b>MOCCIAIRO LI DESTRI ARABELLA</b> Monday 10:00 12:00 DSEAS		

**DOCENTE:** Prof. CARLO AMENTA

<b>PREREQUISITES</b>	Some very basic knowledge about economics and the role of firms in the economic environment.
<b>LEARNING OUTCOMES</b>	<p>Specific knowledge and competence The student will acquire a specific knowledge of international management principles, techniques and tools. She will be capable of successfully dealing with specific management processes in the field and to have a deep knowledge of its main issues.</p> <p>The exploitation of acquired knowledge The student will be capable of analysing and solving problems in the management of global firms and to critically discuss the main issues in the field.</p> <p>Independent judgement The student will be capable of critically evaluating the process of strategic planning, management and evaluation of global firms combining this acquired knowledge with what she had previously studied in other fields.</p> <p>Communication competence The student will be able to use an adequate technical jargon that can be useful in her interaction with professionals in the field.</p> <p>Learning capabilities The student will be able to autonomously enhance the acquired knowledge in the field using databases, scientific and professional journals; she will possess the specific knowledge to attend ph.d. and master courses in the field.</p>
<b>ASSESSMENT METHODS</b>	oral examination. The marks are expressed on a 30/30 scale. The evaluation is based on the specific knowledge of the issues discussed during the course and on the problem solving competence acquired in dealing with the case studies.
<b>TEACHING METHODS</b>	lectures and case studies focus group.

<b>MODULE</b> <b>GLOBAL MANAGEMENT</b>  <i>Prof. CARLO AMENTA</i>	
<b>SUGGESTED BIBLIOGRAPHY</b>	
Kotabe M, Helsen K. (2010), Global Marketing Management 5th edition, Wiley	
<b>AMBIT</b>	50583-Aziendale
<b>INDIVIDUAL STUDY (Hrs)</b>	114
<b>COURSE ACTIVITY (Hrs)</b>	36
<b>EDUCATIONAL OBJECTIVES OF THE MODULE</b>	
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.	

## SYLLABUS

Hrs	Frontal teaching
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

## MODULE CORPORATE STRATEGY

*Prof.ssa ARABELLA MOCCIARO LI DESTRI*

### SUGGESTED BIBLIOGRAPHY

Collis D. J. & Montgomery C.A, Corporate strategy: resources and the scope of the firm, Irwin/McGraw-Hill, 1997  
P. Puranam & B. Vanneste, Corporate strategy: Tools for analysis and decisionmaking, Cambridge University Press, 2016.

Cases (these cases may be changed if appropriate): General Electric & Jack Welch; Shanghai General Motors; Bird's Eye; Bocconi

<b>AMBIT</b>	21021-Attività formative affini o integrative
<b>INDIVIDUAL STUDY (Hrs)</b>	76
<b>COURSE ACTIVITY (Hrs)</b>	24

### EDUCATIONAL OBJECTIVES OF THE MODULE

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-a-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 is not formally divided into modules and 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 strategy, governance and finance and 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 international expansion of the firm

## SYLLABUS

Hrs	Frontal teaching
2	Introduction to the course: objectives, structure and evaluation system The corporate strategy triangle. Corporate advantage and synergies
2	Resources and their value at the corporate level
2	Diversification strategy
2	Choosing the firm scope: vertical integration
2	M&A, alliances, greenfield investments. Coopetition
2	Organizational choices at the corporate level
12	Case studies