UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2020/2021		
MASTER'S DEGREE (MSC)	BUSINESS ECONOMIC SCIENCES		
INTEGRATED COURSE	BUSINESS STRATEGY AND FAMILY BUSINESS - INTEGRATED COURSE		
CODE	18133		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	SECS-P/07		
HEAD PROFESSOR(S)	RUISI MARCANTONIO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)	TOMASELLI SALVATORE	Professore Associato	Univ. di PALERMO
	RUISI MARCANTONIO	Professore Ordinario	Univ. di PALERMO
CREDITS	10		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	Annual		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	**RUISI MARCANTONIO** Tuesday 10:00 12:00 Ufficio 4.5 piano 4° **TOMASELLI SALVATORE** Monday 12:00 13:00 Stanza del docente, IV Piano, Dipertimento SEAS		

DOCENTE: Prof. MARCANTONIO RUISI

PREREQUISITES	The ones defined to access the MA degree
LEARNING OUTCOMES	At the end of the course students are supposed to develop and put into practice a strategic thinking by considering the various items of the environment, the network and the firm. They are supposed to communicate the outcomes of the strategic thinking process to the involved share- and stakeholders.
ASSESSMENT METHODS	Oral exams with presentations. Excellent (30, 30 cum laude) Very good (29-26) Good (25-23) Fair (22-20) Satisfactory/sufficient (19-18)
TEACHING METHODS	Interactive lessons even by using case studies

MODULE
BUSINESS STRATEGY

Prof. MARCANTONIO RUISI

SUGGESTED BIBLIOGRAPHY

Academic articles
Research papers
Teaching materials
David F. R., Strategic Management. Concepts and Cases, Prentice-Hall, 13th, Edition.
Ruisi M., Progettare Startup, Giappichelli, Torino, 2019
"Eventuali studenti non frequentati o lavoratori possono concordare con il docente un programma di studi alternativo".
"For worker students or for who doesn't attend lessons it's possible to arrange a modified and customized program".

AMBIT	21021-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	114
COURSE ACTIVITY (Hrs)	36

EDUCATIONAL OBJECTIVES OF THE MODULE

To give students conceptual and operational tools to identify the main determinants of the competitive advantage and to combine internal and external resources to plan and develop a sucessful business strategy by considering the associated decision models.

SYLLABUS

Hrs	Frontal teaching
2	Introduction to business strategy
6	External determinants to competitive advantage
4	Commodity traps and Blue Ocean strategy
4	Internal determinants to competitive advantage. Resource Based View and VRIO Analysis
2	SWOT and matrix analysis
4	SEO Strategy and competitive analysis
4	Strategic alliances and competitive advantage
4	Business case studies
2	CSR and business strategy
2	The Dynamic Strategic Planning
2	Strategic Planning (practice)

MODULE
FAMILY BUSINESS

Prof. SALVATORE TOMASELLI

SUGGESTED BIBLIOGRAPHY	
Articoli accademici/Academic articles Rapporti di ricerca/Research papers Materiale didattico a cura del docente/Teaching materials	
AMBIT	21021-Attività formative affini o integrative
INDIVIDUAL STUDY (Hrs)	76
COURSE ACTIVITY (Hrs)	24

EDUCATIONAL OBJECTIVES OF THE MODULE

The main objective of the course is to give participants a basic understanding of
•the specific characteristics of family businesses,
•the relevant glossary of the field;
•the most common issues and challenges.
It also aims to provide the substrate of knowledge necessary for a proper dialogue with industry experts and the analysis of concrete situations, the identification of problems and the identification of possible intervention.

SYLLABUS

Hrs	Frontal teaching
2	FOUNDATIONS FOR THE STUDY OF FAMILY BUSINESSES •The evolution of the studies on family businesses; •The weight of family businesses in the economic systems of different countries; •The unique characteristics of family businesses;
4	A STRATEGIC APPROACH TO FAMILY BUSINESSES •Strengths and weaknesses of family businesses; •Syndroms of family businesses; • Rationality and emotionality in family businesses; • Areas of influence of the owning family on family business; •Succession in family businesses.
4	THE BASIS FOR THE LONGEVITY OF FAMILY BUSINESSES • coordinate the vision of the owning family with the development needs of the company and the characteristics of the structure; •the importance of family values; •unity and commitment of family ownership; •choices regarding ownership, governance, work.
6	FAMILY AGREEMENTS AS TOOLS FOR STRATEGIC PLANNING IN FAMILY BUSINESSES • types and purpose of family agreements •an anthropological framework for the formulation of family agreements • method and process to write and implement family agreements • content and key points
8	Analysis of cases