

**"MANAGEMENT - English Track by DISAQ (M-ET by DISAQ)"\*\***

<b>COURSES</b>	<b>E C T S</b>	<b>SEM*</b>	<b>LECTURER- email</b>	<b>Syllabus</b>
<b>Undergraduate</b>				
Management and Business Strategy (Economia e gestione delle Imprese)	9	W.S	Adele Parmentola: <a href="mailto:adele.parmentola@uniparthenope.it">adele.parmentola@uniparthenope.it</a>	The course aims at providing students with the basic concepts connected to strategy and management. Students will be introduced to Porter's value chain, resource-based view, competitive strategies, and corporate strategies.
Banking and Finance (Economia degli Intermediari Finanziari)	9	W.S.	Francesca Battaglia <a href="mailto:Francesca.battaglia@uniparthenope.it">Francesca.battaglia@uniparthenope.it</a>	<p><b>Course Objectives</b> The course deals with the financial management of financial intermediaries. It will provide the conceptual framework to understand how the (international and domestic) financial system works both from a qualitative and a quantitative point of view.</p> <p><b>Course Content Summary</b> The financial system and the real economy. Theories of financial intermediation. Risk management in financial intermediation. Tradable and not tradable financial assets. Financial markets. Corporate credit and financial intermediaries. Financial investments. Insurance companies (life end non-life). The supervision of financial system: policy and authorities. Financial innovations. Retail investor protection rules. Monetary policy and credit supply.</p>
Operations and Logistics (Produzione e Logistica)	9	W.S.	Francesco Schiavone <a href="mailto:Francesco.schiavone@uniparthenope.it">Francesco.schiavone@uniparthenope.it</a>	The course equips students with an understanding of the main issues in operations management, an awareness

				of the key features of success, and an appreciation of the relevant skills needed to manage productions and logistics of companies at both strategic and operational levels. It provides evidence of different approaches based on real-world examples and experiences of leading international service and industrial firms. Lectures will include presentations of case-studies. Course notes will be prepared in PowerPoint format and distributed to students for further note taking at each lecture.
Marketing	9	W.S.	Michele Simoni: michele.simoni@uniparthenope.it	The course aims at providing the analytical tools and methodologies to design and implement a marketing strategy. Core marketing issues: customer relationship management, value creation, marketing planning, competitive analysis, consumer behaviour, and organization purchasing behaviour. Marketing strategy: marketing research, market segmentation, target selection, market positioning. Marketing mix: development and launch of new products, product portfolio management, brand management, price management, distribution channels management, promotion management, new media management.
Inter-firms networks	6	S.S.	Rosa Caiazza rosa.caiazza@uniparthenope.it	This is a course that focuses on the role of inter-firm networks in the overall strategic adaptation process of the firm. Inter-firm networks have emerged as important strategic options for navigating survival and creating competitive advantage in times of high velocity turbulent environments characterized by

				<p>pressures to master rapid technological developments, counteract new competitors and the never ending need to acquire and master new capabilities. The course explores crucial success factors that distinguish successful from failing networks. Specifically the course will address such issues as</p> <ul style="list-style-type: none"> <li>(i) What is a network?;</li> <li>(ii) What type of network to forge?;</li> <li>(iii) What are key success factors for managing a network?;</li> <li>(iv) When does trust matter the most?;</li> <li>(v) How to manage cross national and organizational differences?</li> </ul>
<b>Post-graduate (Master Level)</b>				
Corporate Strategy	9	W.S.	Francesco Calza: francesco.calza@uniparthenope.it	<p>The courses aims at providing students with the main tools and concepts connected to corporate strategy. Content:</p> <ol style="list-style-type: none"> <li>1. What is a corporate strategy?</li> <li>2. How do firms plan a corporate strategy?</li> <li>3. Which are the main alternatives to implement a corporate strategy?</li> <li>4. Opportunities and threats connected to the different growth modes</li> </ol>
Asset Management (Asset management e Investitori Istituzionali)	9	W.S.	Gabriele Sampagnaro Gabriele.sampagnaro@uniparthenope.it	The aim of this course is to give a very broad picture of portfolio management moving from the needs of the investor in

				<p>terms risk-return preferences to the analysis of asset allocation strategies. Course Content Summary Domestic Institutional investors. Investment vehicles and asset management. Risk and return in fixed-income markets. Yield curves: theories and practices. Strategies in bond portfolio management. Stock evaluation. Portfolio construction: theories and practices. Derivatives portfolio. Portfolio optimization: pitfalls and problems. Performance evaluation. Tactical asset allocation. Strategic asset allocation. Investment styles.</p>
Innovation Management (Gestione della tecnologia e dell'innovazione)	9	W.S.	Michele Simoni: michele.simoni@uniparthenope.it	<p>The course is aimed at:</p> <ul style="list-style-type: none"> <li>- providing students with specific knowledge about technology and innovation management and development;</li> <li>- supporting students in the development of the skills related to creative thinking;</li> <li>- promoting students innovativeness and creativity.</li> </ul> <p><b>STUDY PROGRAM</b> Course syllabus:</p> <ul style="list-style-type: none"> <li>- sources for innovative ideas;</li> <li>- different types of innovation;</li> <li>- value creation through technological innovation;</li> <li>- technology standards and dominant design;</li> <li>- process of innovation development;</li> <li>- innovation teams management;</li> <li>- networking and innovation clusters;</li> <li>- strategies and business models for innovation exploitation.</li> </ul>

Computational Finance	9	W.S.	Zelda Marino: zelda.marino@uniparthenope.it	<p>The aim of the course is to provide students with the basic of data and algorithms currently used in finance and with the numerical methods realize financial models or systems.</p> <p><b>STUDY PROGRAM</b></p> <p><u>Software</u>  Programming with Matlab. Linear Algebra with Matlab. Control structures. Script and function. Graphics with Matlab.</p> <p><u>Numerical methods for finance</u>  The term structure of interest rates. The yield curve. The term structure. Forward Rates. Par yield. Parametric models. Portfolio selection: mean-variance analysis. The capital asset pricing model. The capital market line. Derivatives: options. Call and put. Binomial trees. Black and Scholes model. Monte Carlo method.</p> <p><u>Procedure simulative</u>  Non linear equations: Newton method. Data fitting: approximation and interpolation. Ordinary least square. Spline.  The term structure: bootstrap, Nelson Siegel Svenson model.  Portfolio selection: evaluation of minimum variance portfolio, how to build efficient frontier, how to build the market line.  Option pricing: binomial model, Monte Carlo method.</p>
Mathematical finance (Matematica per I Mercati Finanziari)	6	W.S.	Zelda Marino: zelda.marino@uniparthenope.it	<p><b>LEARNING OBJECTIVES</b>  The aim of the course is to provide students with the basics of financial</p>

				<p>mathematics for the evaluation of financial contracts.</p> <p><b>PREREQUISITES</b> Contents of calculus.</p> <p><b>STUDY PROGRAM</b> The Basic theory of interest: Principal and Interest. Present Value. Present and future values of streams. Internal Rate of return. Evaluation criteria. Application.</p> <p>Fixed-Income securities. The market for future cash. Value formulas. Bond details. Yield. Duration. Immunization. Convexity.</p> <p>The term structure of interest rates. The yield curve. The term structure. Forward Rates. Term structure explanations. Expectations Dynamics. Running present value. Floating rate bonds. Duration. Immunization.</p> <p><b>SUGGESTED READINGS</b> The main readings will be suggested at the beginning of the course. For students who speak Italian, the main reference is represented by the following books</p> <p>G. Catellani, M. De Felice, F. Moriconi, Manuale di finanza, Vol. I: Tassi d'interesse, Mutui e obbligazioni, ed. Il Mulino</p> <p>D. G. Luenberger, Investment Science, Oxford University Press.</p> <p><b>ORGANIZATION</b> The course will be organised in lessons and laboratories.</p> <p><b>EXAM</b> Students will do an exam which is formed by a written exam and an oral exam. The note on 30 will be the result of the two parts.</p>

Cross Cultural Management	9	W.S.	Cannavale: chiara.cannavale@uniparthenope.it	The course aims at providing students with cultural knowledge and cultural competence, intended as specific skills of international manager and expatriates. Syllabus The concept of culture at a national and organizational level. Globalization vs localism: the implication of cultural differences; cultural knowledge, and cultural competence. The main models of cross-cultural research (Hofstede, the GLOBE projects, Schwartz's theory). The values behind behavior: the impact of religion and other social constructs on culture. An analysis in depth of Mediterranean Countries; South Asia; Confucian Asia.
International Management	9	W.S.	Chiara Cannavale: chiara.cannavale@uniparthenope.it	The course aims at developing students' knowledge and skills in the field of international management. The main topics are: The internationalization strategy: definition and basic concepts. The global organization of internationalized activities: the theoretical background. The entry modes. An introduction to cross-cultural challenges: Hofstede's model, Trompenaars' model, the impact of cross-cultural differences on international networking. Downsizing and outsourcing. The management of delocalised activities: coordination challenges.
International Innovation Networks	9	S.S.	Marco Ferretti: marco.ferretti@uniparthenope.it	
Business Ethics and CSR	6	W.S.	Rossella Canestrino: rossella.canestrino@uniparthenope.it	Ethics and morality within philosophy – Business Ethics: the case for and against Ethics in business – Ethical Dilemma – Ethical Theories – Ethical decision making – Adopting ethical

				<p>behaviors within firms: the impact of Business Ethics on value chain activities – Ethics and Globalization – How do socio-economic development affect Ethics? – Business Ethics and National Culture – The role of Religion on firms' ethical behavior – Firms' internationalization process: Ethical Absolutism vs Ethical Relativism – Ethical gap: an interpretative framework – Corporate Social Responsibility – Shareholder vs Stakeholder Approach – Empirical evidences.</p>
Intl Service Management	9	S.S.	Mariapina Trunfio: mariapina.trunfio@uniparthenope.it	<p>The course aims to define the evolution of the service economy in the global scenario providing issues, principles, concepts, models of service management and marketing. Trends and highlights are presented to enhance understanding of the international service management and analyze possible implications for competitive advantage of the service firms.</p> <p><b>SYLLABUS</b>  Service Economy in global scenario: issues, principles, concepts and models. Typologies and characteristics of the services. Management and marketing of the service firms. Service setting, serviscape and human resources. Organization and design of the service. Demand and capacity management. Communication. Relationship marketing. Quality management and customer satisfaction.  Best practice of the international service firms are presented and discussed: financial services, leisure &amp; hospitality, wholesale and retail, transportation,</p>

				information & communication technologies, professionals & business services, education & health services, other services.
International M&A	6	W.S.	Rosa Caiazza rosa.caiazza@uniparthenope.it	<p><b>Learning outcomes</b> The objectives for this course are:</p> <ul style="list-style-type: none"> <li>• To help students to develop a deeper understanding of Merger Waves.</li> <li>• To provide students an understanding of what makes M&amp;A critical in achieving a competitive advantage.</li> <li>• To underscore the importance of basics in effectively approaching and addressing the complex nature of international strategies.</li> <li>• To recognize what are the key ingredients of M&amp;A and apply them to different industry.</li> <li>• To learn a variety of concepts and frameworks concerning organizational conflict management, the choice of a business partner, and some sub-processes of integration.</li> <li>• To provide access to tools that students can use in their future careers for effectively designing, managing, and evolving M&amp;A.</li> </ul> <p><b>Prior study</b> International Management</p> <p><b>Course contents</b> This course teaches students an understanding of various definition and examples of M&amp;A from existing international management literature and from a set of example cases that illustrate international strategies in many different</p>

industries. This course also explores drivers of M&A through a series of cases of companies involved in international strategies. Among the topics covered are:

- What cross-border M&A are, why companies use them.
- The role of M&A in business competition and in different industrial settings.
- The design of M&A, including the choice of partner and of structure.
- How M&A are designed and managed over their lifetime.

**Readings/Bibliography**

Required readings will consist of articles and elsewhere. Further information on case packet will be given in the first class.

**Teaching methods**

Conceptual understanding is developed through:

Lectures by instructor. Readings from books and articles on the theory and practice of M&A. Students will be required to familiarize themselves with the breadth of readings on cross-border M&A.

Class discussions to help students practice and evaluate their effectiveness at strategic problem solving and decision making in a setting that approximates the management teams typically charged with such tasks.

Team case analysis intended to give you the opportunity to apply your learning from this course to relevant and interesting contexts.

				<p><b>Assessment methods</b>  Assessment is by class participation and discussion, project work and a final test.  <b>Class participation and discussion (10%).</b> Informed and engaged participation is an essential part of this course and is expected from everyone. Students will be required to participate in lively class discussions that will be personally challenging.  <b>Team case analysis (20%).</b> Students will be requested to distribute in groups. The team is expected to arealize a project work based on quantitative and/or qualitative analysis. The outcome of the team analysis is a report (Word document) and a Powerpoint presentation.  <b>Final test (70%).</b> The final exam will cover all the readings used throughout the course. It will include conceptual issues covered during the course.</p>
Quantitative methods for market analysis	9	W.S	Giorgia Riviaccio giorgia.riviaccio@uniparthenope.it	<p><b>Overview</b>  The objective of this course consists in to enable students to develop the ability to manage quantitative instruments aimed to the comprehension, the measure and the analysis of market evolution, as well as to the study of social and cultural environment, of economic and psychological factors where the consumer behavior originates (needs, perceptions and customer satisfaction).  The course provides an iterative process of guided teaching and learning, including discussions, case studies, exercises and skills development activities.</p>

				<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>- Marketing Research: phases, measuring scales and sampling techniques.</li> <li>- Analysis of market potential and customer behavior: multiple linear regression and logistic regression.</li> <li>- Market segmentation techniques: classification and regression trees (AID, CHAID, CART and QUEST), Cluster analysis and Discriminant analysis.</li> <li>- Positioning Techniques: MultiDimensional Scaling (MDS).</li> </ul>
Fashion and Luxury Management	6	S.S.	Clara Bassano clara.bassano@uniparthenope.it	<p>The course of Fashion and Luxury Management aims to help students to analyze and better understand the complexity and potential of the fashion and luxury system.</p> <p>In particular, the course aims to:</p> <ul style="list-style-type: none"> <li>✓ <i>develop</i> the students' intellectual skills and the understanding of the principles and practices of brand management and their application within the fashion and luxury goods sector;</li> <li>✓ <i>encourage</i> students to apply acquired knowledge and understanding of business and management to a range of complex situations;</li> <li>✓ <i>equip</i> students to find creative solutions within the fashion and luxury goods industries</li> </ul> <p>PREREQUISITES</p>

				<p>The course is addressed to master students in management. Students need to have basic knowledge in marketing and management in order to better understand how to successfully manage fashion and luxury companies.</p> <p><b>STUDY PROGRAM</b>  The course will analyse the basic concepts of Fashion and Luxury Management clarifying how different fashion and luxury goods organisations manage their brands in different market environments.</p> <p>In the second part of the course, the focus of our analysis lies on the evolution of the concept of luxury illustrating the new role of consumer for a new business.</p> <p>Finally, in the last part we will describe current issues including new technologies and the changing role of the consumer through the concept of Experiential Luxury and Case Studies.</p>
Customer Experience Management	6	S.S.	Marcello Risitano: marcello.risitano@uniparthenope.it	<p><b>Aim of the course</b>  The Customer Experience Management (CEM) course focuses on the analysis of CEM measurement, strategies and implementation.</p> <p><b>Syllabus</b>  <i>Introduction on customer-centric management:</i> basis on consumer behaviors, customer satisfaction, CRM, experience economy (Pine &amp; Gilmore's approach).</p> <p><i>CEM strategies &amp; operations:</i> Analyzing the Experiential World of the Customer - An Overview of the Customer</p>

				<p>Experience Management Framework (CEM Framework) – Schmitt’s Models:  Strategic Experiential Modules (SEM) and Experience providers (ExPRO) -  Building the Experiential Platform -  Designing the Brand Experience -  Structuring the Customer Interface -  Engaging in Continuous Innovation –  Monitoring Customer Brand Experience –  Measuring Brand experience.</p>
<p>International Monetary Economics  (Economia monetaria internazionale)</p>	9	S.S.	<p>Riccardo Marselli  riccardo.marselli@uniparthenope.it</p>	<p><b>Expected Learning Objectives</b>  Students will interpret the dynamics prevailing in the international money and capital markets, identifying the underlying causes of the observed phenomena. In particular, they will have the ability to critically analyze the functioning of a monetary union, starting from the European Monetary Union.</p> <p><b>Prerequisites</b>  Students must have a basic knowledge of macroeconomics.</p> <p><b>PROGRAM</b>  Topics covered include: Balance of payments and national accounts; monetary policy in an open economy; the currency market. Models of determination of exchange rates: basic concepts and theoretical models. Macroeconomics in Economics Open. The costs and benefits of a monetary union. The functioning of a monetary union.</p>
<p>International Financial management  (Gestione Finanziaria delle Imprese Internazionali)</p>	6	S.S.	<p>Maria Grazia Starita  starita@uniparthenope.it</p>	<p><b>OVERVIEW</b>  Starting from the analysis of risks, the course aims to provide useful tools for the assessment of investments by analyzing the financial dynamics of the sectors</p>

				among which energy, banking and insurance. <b>CONTENTS</b> The main topics are: the risk and the risk management. Analysis of investments: the Discount Cash Flows (DCF) and Internal Rate of Return (IRR). The analysis of the main sectors at international level.
EU Competition Law (Diritto comunitario della concorrenza – I modulo)	6	S.S	Cristina Schepisi cristina.schepisi@uniparthenope.it	
Statistics for business	6	W.S.	Antonella Rocca rocca@uniparthenope.it	<b>Aim of the course</b> The course is finalized to give students the competences for examining data from the perspective of business scenarios and to demonstrate how to apply data to make better decisions. <b>Prerequisites</b> Students must have a basic knowledge of mathematics  <b>Study Program</b> The course will start from the basic concepts of Statistics and will introduce more advanced statistical techniques in order to make students able to deal with the business management from a statistical point of view

\* SEM = Semester; W.S. = Winter Semester; S.S. = Summer Semester.

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\*\* Courses will be activated for a minimum of three students. For all the other courses activated by our department (Italian language), please visit:  
<http://www.disag.uniparthenope.it/OrariLezione/VediOrari.asp>

