Visiting Professor Program
Academic Year 2023/2024

TEACHING COMMITMENT: 21 hours

COURSE TITLE
Business Management

TEACHING PERIOD
2nd term

SCIENTIFIC AREA
Economic and Statistics

LANGUAGE USED TO TEACH
English

COURSE SUMMARY
The focus of the course will be dedicated to research methods and methodology in business and management. More in detail the course will explore the Key research methodologies used in Business Management:
- Quantitative
- Qualitative
- Primary
- Secondary
- Business planning process and how research can be used as a facilitating tool etc
LEARNING OBJECTIVES
The main outcomes of the course is the analysis of the main research management tools, applying contemporary management theories to the demands of business and management practice and finding and generating information/data needed to inform problem solving in management using appropriate methodology.

TUTORSHIP ACTIVITIES
N/A

LAB ACTIVITIES
N/A

OTHER ACTIVITIES BESIDES THE COURSE
N/A

VISITING PROFESSOR PROFILE
The candidate should have a strong academic background, with a BSc in Business, an MBA and a PhD in Strategic Marketing Management; he/she should also have experiences as Visiting Professor and ResearchFellow at various top tier Universities across Europe.
The candidate should have widely published, in more than 100 refereed journal articles, 15 chapters and cases in books/edited books and he should have presented papers to over 30 conferences at a global basis.
Finally he/she should have published more than 30 books.

CONTACT REFERENT
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