



ID

VP180_MAN

Visiting Professor Program Academic Year 2024/2025

TEACHING COMMITMENT: 20 hours

COURSE TITLE

Business Management

TEACHING PERIOD

2nd term

SCIENTIFIC AREA

Area 12 - Economic and Statistics

LANGUAGE USED TO TEACH

English

COURSE SUMMARY

The focus of the course will be dedicated to management research methods as one of the major components of business management.

Will then be doing research in business & management (both qualitative and quantitative)

Research methods and methodology

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 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.

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 should also have experiences as Visiting Professor and Research Fellow 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 should have published more than 30 books.

CONTACT REFERENT

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