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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