



FAMILY BUSINESS

Master degree in Business Administration

Department of Economics and Management

Language: English

Teaching period: 2nd year - 2nd semester

Credits: 7 ECTS

Examinations: Mid-term Presentation and Case Analysis and Final examination

Most enterprises in the world are controlled by their founders or founders' heirs: these are those the international literature defines "family businesses".

Some of them are very large-sized and globally known businesses, like Wal-Mart, Samsung, Benetton, Diesel and Ikea. The others are small and medium-sized and represent the "backbone" of both developed countries and fast-growing economies (BRIC, Next-11).

Based on recent international research, this course provides a description of the most relevant issues explaining the strengths and the managerial features of family firms.

At the end of the course, students should be able to:

1. understand the features that differentiate family businesses from other businesses;
2. examine the managerial challenges of family firms from the perspective of business development, performance and ownership;
3. explore the critical role and challenges that non-family managers play in family-owned firms;
4. analyze succession and change processes.



MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING

Master degree in Business Administration
Department of Economics and Management
Language: English
Teaching period: 2nd year - 2nd semester
Lecturer: Dr. Antonio Zotti
Credits: 6 ECTS
Examinations: written test

The course aims at illustrating the main topics related to M&A transactions and Corporate Restructuring activities. The course examines the finance, economics and business strategies that underlie many corporate transactions (mergers, acquisitions, tender offers, leveraged buyouts, divestitures, spin-offs, liquidations and reorganizations) and investigates on the relevance of corporate restructuring in today's global and local economies and on the role of M&A activity in the life cycle of a company. We analyze the buy-side and sell-side process by looking at the various roles, activities and responsibilities in a typical M&A deal. Different situations and investment perspectives will be illustrated to better explain the segmentation of the buy-side. Case studies and examples will provide students with references to recent deals and specific transactions (domestic and cross-border) throughout the course.



MARKETING: BRAND MANAGEMENT AND LICENSING

Master degree in Business Administration
Department of Economics and Management
Language: English
Teaching period: 2nd year - 2nd semester
Lecturer: Dr. Piergiorgio Dal Santo
Credits: 7 ECTS
Examinations: written + oral

Brand Mission, Identity and Equity
Introduction to Fashion Licensing
The Fashion Licensing Lifecycle
Brand Positioning and Creativity
Brand Communication
Brand Protection and The Licensing Contract
The Operations Plan



REVISIONE AZIENDALE

Master degree in Business Administration
Department of Economics and Management
Language: Italian
Teaching period: 2nd year - 2nd semester
Lecturer: Prof. Filippo Zagagnin
Credits: 6 ECTS
Examinations:

Il corso ha l'obiettivo di illustrare sia il processo di revisione nella sua interezza, sia le principali procedure operative di revisione, integrate con le modalità concrete di svolgimento del lavoro. La prima parte del corso approfondisce l'ambito di applicazione della normativa di riferimento e del framework dei principi di revisione all'interno del quale l'attività si sviluppa e opera, con particolare enfasi sui ruoli e le responsabilità dell'incaricato all'attività di revisione: *la normativa di riferimento; l'etica e indipendenza del revisore.* La seconda parte si occupa della definizione della strategia di revisione con l'analisi degli elementi necessari all'impostazione dell'approccio di revisione: *i principi di revisione; la significatività; l'approccio di revisione; il sistema di controllo interno; la pianificazione della revisione.* La terza parte sarà dedicata alla descrizione delle principali procedure: *gli elementi probativi della revisione; le procedure di analisi comparativa; le procedure analitiche ed il campionamento.* La quarta parte illustrerà le conclusioni dell'attività di revisione, la natura e la tipologia dei giudizi professionali contenuti nelle relazione di revisione: *la valutazione degli errori identificati nel corso della revisione contabile; gli eventi successivi; la frode; le attestazioni della Direzione; l'utilizzo del lavoro dell'esperto; il giudizio professionale; le revisioni speciali.*