

Dipartimento di Economia, Gestione, Società e Istituzioni

PROGRAMMA DI VISITING

Si comunica il programma di **Visiting** (settembre – dicembre 2016), del **prof. Angelo A. Camillo**, Associate Professor of Strategic Management (School of Business - Woodbury University) presso il Dipartimento di Economia, Gestione, Società e Istituzioni dell'Università degli Studi del Molise.

I seminari sono aperti agli studenti dei corsi di Laurea in Scienze della Comunicazione, Economia Aziendale (Primo e Secondo livello) ai Dottorandi e a quanti fossero interessati alle tematiche in oggetto.

I seminari si terranno nel II Edificio Polifunzionale con il seguente calendario:

Date	Meeting Time	Classroom	Topics
October 4	12:00	Ex Cadri Special Guest Matricole di scienze della comunicazione	• Managing in the 21st century: Challenges and opportunities for future leaders, a global perspective
October 6	11:00	E	• Creating Competitive Advantage through effective communication • Global Internal and External Managerial Communication • Strategies in crisis communication and crisis management-pre-communications' strategies and post-crisis strategies for damage control: data protection, controlled dissemination of information, deterring strategies, whistleblowing, etc. • Communication as an integral part of strategic marketing: silent communication, the effects of a palindrome, a jingle, a silent movie etc. how do different cultures communicate in marketing related strategies? Cross-cultural blunders and costly mistakes in miscommunication.
October 13	11:00	E	• Global Strategic Marketing Management and the concept of synergetic – global strategic alliance
October 20	11:00	E	• Challenges and opportunities managers face in the current – global-digital economy in relationship to ICTs and the role of IT in global strategic management
October 27	10:00	160	• New Opportunities in Global Management: Introduction to “strategic management consulting and design thinking.” Consulting as the new profession. Design thinking as the modern tool in crafting and designing strategies and solving problems
November 3	10:00	160	• Global Entrepreneurship and the interrelation with strategic management • Foreign markets entry strategies (12 strategies for global business expansion). This presentation is ideal for Doctoral students.
November 10	10:00	E	• Global HR as an integral part of strategic planning (HR strategic planning, recruiting global personnel, understanding international HR laws and treaties...) This presentation is ideal for Doctoral students specializing in “Organization Behaviour, Development and Change.”
November 17	11:00	E	• The concept of global strategic management, the stages and phases of strategic management and its application to create competitive advantage. • The global business landscape

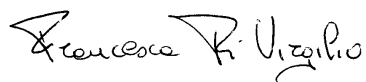
			• The Global CEO mindset
November 24	10:00	160	• Strategic Scenarios: How to conduct a company/ competitor's analysis using a "Strategic Audit". [Application of statistical methodology, financial ratios (ROA, ROE, ROI), a quantitative and qualitative analysis using the 10-K report (a U.S. Financial Reporting System)]. This presentation is ideal for Doctoral students.

I seminari saranno coordinati dalla prof.ssa Francesca Di Virgilio, professore associato per il settore SECS-P/10 organizzazione aziendale, proponente del periodo di visiting del prof. Angelo A. Camillo (D.R n. 1037 del 12 novembre 2015).

Per una migliore gestione e organizzazione della didattica si prega per quanti fossero interessati di contattare la docente per email fradivi@unimol.it.

Campobasso, 19 settembre 2016

In fede



**Associate professor of Organisation Theory and Human Resources Management
Department of Economics, Management, Society and Institutions (EGSI) - University of Molise**