



MASTER'S DEGREE IN MANAGEMENT

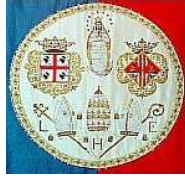
LIST OF SEMINARS
AY 2019/20

The Master's Degree in Management intend to organize a set of seminars on the following topics.

Topics of Interests (Field)

1. Corporate governance issues among non-financial listed firms in different countries (Accounting/Finance/Management)
2. Merger and acquisition and/or Business combinations (Business and accounting)
3. PPC Google Ads Campaign Management, Optimization, and Reporting (Digital Marketing)
4. Family embeddedness perspective. Effects on family business entrepreneurial process (Family Business Management)
5. The use of performance information for decision making in the public sector (Public sector management and accounting)
6. Blockchain applications in private, public and non-profit organizations (Information Systems, New Technologies)
 - [6 Seminari EM Blockchain.](#)
 - [6 bis Seminari EM Technologies.](#)
7. Preparing for the Workforce of the Fourth Industrial Revolution (Human resources management)
8. Introduction to accounting for exchange differences (Accounting/Financial reporting)
9. Creative thinking laboratories and applications (Management)
10. Entrepreneurship and social impact (Management)
11. Innovation and entrepreneurial organizations (Management)
12. Innovation Technology Management (Management)
13. Managing innovation and entrepreneurship ecosystems: The role of incubators and accelerators (Management)

If you are interested in presenting seminars in one of the topics listed above, please send an email to reginato@unica.it and to the seminar contact professor.



*Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche*

<i>Title</i>	<i>Corporate governance in one of these countries: Germany, Spain, France, Russia, Japan, China, Latin American countries, MENA Countries, Nordic countries</i>
<i>Field</i>	<i>ACCOUNTING/FINANCE/MANAGEMENT</i>
<i>Instructor</i>	
<i>Term</i>	<i>I or II</i>
<i>CFU/ECTS I</i>	
<i>Dates, Hours/ Room: Tbc</i>	
<i>Prerequisites</i>	<i>Basic knowledge of business administration, accounting and finance.</i>
<i>Teaching goals</i>	<i>The aim of the course is to address corporate governance issues among non-financial listed firms in the different countries.</i>
<i>Syllabus</i>	<i>1. The concept of the firm 2. Ownership and control structure of non-financial listed companies 3. Corporate governance in non-financial listed firms: key issues</i>
<i>Type of teaching activity</i>	<i>lectures/simulation</i>
<i>Final assessment</i>	
<i>Further information</i>	<i>- Contact melisa@unica.it</i>



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

<i>Title</i>	Merger and acquisition and/or Business combinations
<i>Field</i>	BUSINESS AND ACCOUNTING
<i>Instructor</i>	
<i>Term</i>	First semester
<i>CFU/ECTS</i>	1 CFU 6/8 hours
<i>Dates, Hours/ Room:</i>	
<i>Prerequisites</i>	
<i>Teaching goals</i>	
<i>Syllabus</i>	Premises, characteristics and results of business combinations. Value generation or destruction rationale. Value disclosure after aggregations
<i>Type of teaching activity</i>	
<i>Final assessment</i>	
<i>Further information</i>	- Contact apavan@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

Title	Google PPC Google Ads Campaign Management, Optimization, and Reporting.
Field	DIGITAL MARKETING
Instructor	Call (Francesca Cabiddu)
Term	I semester
CFU/ECTS	2
Dates, Hours/ Room:	October-December
Prerequisites	Basic knowledge on Digital Marketing
Teaching goals	Google Ads being one of the most famous search advertising platform and you will be walking through this tool and learning how to create a campaign from scratch to turn it to a profitable one.
Syllabus	Google AdWord Introduction <ul style="list-style-type: none">• Creating Ad Campaigns• Creating Ads Unit & Ads• Creating Text Ads<ul style="list-style-type: none">• Creating Ad Groups• Bidding Strategy for CPC<ul style="list-style-type: none">• Advertisement Daily/Monthly Budget• Keywords selection• Advertisement Target Location and Language• Payment & Billing Management
Type of teaching activity	Lectures and lab activity
Final assessment	Assignment
Further information	- contact fcabiddu@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

Title:	Family embeddedness perspective. Effects on family business entrepreneurial process.
Field	SECS-P08
Instructor	---
Term	II sem.
CFU/ECTS	1
Dates, Hours/ Room:	---
Prerequisites	Good knowledge of English language
Teaching goals	Provide students with a theoretical framework of family embeddedness perspective. Addressing challenges and potentials of family dynamics on entrepreneurial behavior and process of family firms.
Syllabus	<ul style="list-style-type: none">- The family embeddedness perspective- Effects on entrepreneurial process- Exemplary cases
Type of teaching activity	Seminar
Final assessment	Written assignment based on classes and reading list.
Further information	Contact: micfloris@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

<i>Title</i>	The use of performance information for decision making in the public sector
<i>Field</i>	Public sector management and accounting
<i>Instructor</i>	
<i>Term</i>	II Semester
<i>CFU/ECTS</i>	1
<i>Dates, Hours/ Room:</i>	
<i>Prerequisites</i>	Basic knowledge of public sector organizations management and accounting
<i>Teaching goals</i>	
<i>Syllabus</i>	<ol style="list-style-type: none">1. Type of performance data use by managers and politicians in public administrations2. Different functions of performance information3. Factors influencing the use of performance measures
<i>Type of teaching activity</i>	<i>lectures/case studies</i>
<i>Final assessment</i>	
<i>Further information</i>	- Contact reginato@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

<i>Title</i>	<i>Blockchain applications in private, public and non-profit organizations</i>
<i>Field</i>	<i>INFORMATION SYSTEMS, NEW TECHNOLOGIES</i>
<i>Instructor</i>	
<i>Term</i>	<i>II</i>
<i>CFU/ECTS</i>	<i>1</i>
<i>Dates, Hours/ Room: Tbc</i>	
<i>Prerequisites</i>	<i>Basic knowledge of business administration, accounting and finance.</i>
<i>Teaching goals</i>	The seminar aims at presenting the main features and opportunities of blockchain technologies in private, public and non-profit organizations
<i>Syllabus</i>	1. Blockchain technologies, an introduction 2. Public and private blockchains 3. Potential applications of blockchain technologies, in private, public and non-profit organizations
<i>Type of teaching activity</i>	<i>lectures/case studies</i>
<i>Final assessment</i>	
<i>Further information</i>	- contact spano@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

<i>Title</i>	<i>Blockchain applications in private, public and non-profit organizations</i>
<i>Field</i>	<i>INFORMATION SYSTEMS, NEW TECHNOLOGIES</i>
<i>Instructor</i>	
<i>Term</i>	<i>II</i>
<i>CFU/ECTS</i>	<i>1</i>
<i>Dates, Hours/ Room: Tbc</i>	
<i>Prerequisites</i>	<i>Basic knowledge of business administration, accounting and finance.</i>
<i>Teaching goals</i>	The seminar aims at presenting the potential implication of implementing new technologies in small and medium enterprises and how SME can afford using these technologies
<i>Syllabus</i>	1. New technologies in SMEs 2. The role of emerging technologies in SMEs 3. Main obstacle in the introduction of new technologies in SMEs 4. Designing applications around the specific needs of SMEs
<i>Type of teaching activity</i>	<i>lectures/case studies</i>
<i>Final assessment</i>	
<i>Further information</i>	- contact spano@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

Title	Preparing for the Workforce of the Fourth Industrial Revolution
Field:	HUMAN RESOURCES MANAGEMENT
Instructor	
Term	II Semester
CFU/ECTS	1
Dates, Hours/ Room:	
Prerequisites	
Teaching goals	<p>According to many studies and researches, we are today on the cusp of a Fourth Industrial Revolution. Developments in fields such as artificial intelligence and machine learning, robotics, 3D printing are transforming people's job. By one popular estimate, 65% of children entering primary school today will ultimately end up working in completely new job types that don't yet exist. <i>Ability to anticipate and prepare for future skills requirements, job content and the aggregate effect on employment is increasingly critical for business and individuals in order to fully seize the opportunities presented by these trends.</i></p> <p>The aim of the seminar will be:</p> <ul style="list-style-type: none">• To improve the knowledge about the impact of Fourth Industrial Revolution on business models• to improve the current stock of knowledge around anticipated skills needs and occupational requirements and• understand how manage the impact of the Fourth Industrial Revolution on the recruitment process and organization design.
Syllabus	
Type of teaching activity	
Final assessment	
Further information	- contact pinnar@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

Title	Introduction to accounting for exchange differences
Field	ACCOUNTING/FINANCIAL REPORTING
Instructor	
Term	II
CFU/ECTS	1
Dates, Hours/ Room:	8 hours (dates to be selected)
Prerequisites	Good knowledge of financial reporting (principles, main accounting treatments, composition of financial statements-both separate and consolidated)
Teaching goals	<ul style="list-style-type: none">- Account for foreign transactions where differences arise in actual cash inflows and outflows resulting in realized gains or losses;- Translate the financial statement of foreign subsidiaries into the parent company's currency and report any exchange differences under other comprehensive income;- Explain the criteria when determining "functional" and "Presentation" currency"- prepare consolidated financial statements to include subsidiaries with local functional currency to be translated into a different presentation currency
Syllabus	<ul style="list-style-type: none">-Defining foreign transactions-How to record foreign currency transactions in a company's own books- IAS 21 Concept of Functional and Presentation Currencies- Translating the functional currency into the presentation currency- Preparation of consolidated accounts
Type of teaching activity	Lectures/cases
Final assessment	Assignment
Further information	Contacts: sandromura@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

Title	CREATIVE THINKING LABORATORIES AND APPLICATIONS
Field	MANAGEMENT
Instructor	
Term	II
CFU/ECTS	
Dates, Hours/ Room:	
Prerequisites	Basic concepts of general management
Teaching goals	Understand factors that contribute to creativity and innovation in individuals and groups within organizations, and how to develop them in different settings (from artistic to entrepreneurial contexts)
Syllabus	Learning activities are focused on <ul style="list-style-type: none">• how to frame and re-frame problems• how to call into questions assumptions• how to communicate ideas• how to manage creativity in teams• how to link creativity to innovation
Type of teaching activity	<ul style="list-style-type: none">• Lectures• Experiential activities• Discussion
Final assessment	Assignment
Further information	Contacts: michela.loi@unica.it manuel.castriotta@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

Title	ENTREPRENEURSHIP AND SOCIAL IMPACT
Field	MANAGEMENT
Instructor	
Term	II
CFU/ECTS	
Dates, Hours/ Room:	
Prerequisites	Basic concepts of general management
Teaching goals	Understand different models and perspectives of entrepreneurship and how to sustain them at the individual and group level
Syllabus	Learning activities are focused on <ul style="list-style-type: none">• entrepreneurship as a process of emancipation• social entrepreneurship• entrepreneurial growth• entrepreneurial organizations• entrepreneurial antecedents and outcomes
Type of teaching activity	<ul style="list-style-type: none">• Lectures• Experiential activities• Discussion
Final assessment	Assignment
Further information	Contacts: michela.loi@unica.it manuel.castriotta@unica.it diguardo@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

Title	INNOVATION AND ENTREPRENEURIAL ORGANIZATIONS
Field	MANAGEMENT
Instructor	
Term	II
CFU/ECTS	
Dates, Hours/ Room:	
Prerequisites	Basic concepts of general management
Teaching goals	Understand the ways to design an organization that is constantly innovating through entrepreneurship
Syllabus	Learning activities are focused on <ul style="list-style-type: none">• entrepreneurial architecture for innovation• decision mechanisms that foster entrepreneurship in incumbent firms• differences between new and incumbent companies• organizational models for innovation and entrepreneurship
Type of teaching activity	<ul style="list-style-type: none">• Lectures• Experiential activities• Discussion
Final assessment	Assignment
Further information	Contacts: michela.loi@unica.it manuel.castriotta@unica.it diguardo@unica.it elona.marku@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

Title	Innovation Technology Management
Field	MANAGEMENT
Instructor	-
Term	II
CFU/ECTS	
Dates, Hours/ Room:	
Prerequisites	Basic concepts of general management
Teaching goals	The course provides the concepts and operational tools to understand and manage emerging technologies innovation adoption in all business processes.
Syllabus	In this seminar you will learn: <ul style="list-style-type: none">- to provide insights regarding what we know about the effects of technology for established and startups organizations- the cultural and organizational issues that must be dealt with to allow innovation and emerging technologies to thrive in an organization;- the various methods of innovation technology management;- to interpret the progress, direction, and purpose of current research on the effects of technology on work and organizations;
Type of teaching activity	Lectures/cases
Final assessment	Assignment
Further information	Contact: manuel.castriotta@unica.it



Università degli studi di Cagliari
Facoltà di Scienze Economiche, Giuridiche e Politiche

<i>Title</i>	Managing innovation and entrepreneurship ecosystems: The role of incubators and accelerators
<i>Field</i>	MANAGEMENT
<i>Instructor</i>	-
<i>Term</i>	II
<i>CFU/ECTS</i>	
<i>Dates, Hours/ Room:</i>	
<i>Prerequisites</i>	Basic concepts of general management
<i>Teaching goals</i>	The course provides the concepts and operational tools to understand and manage innovation and entrepreneurship ecosystems both in developed and developing contexts.
<i>Syllabus</i>	<p>In this seminar you will learn:</p> <ul style="list-style-type: none">- to interpret the progress, direction, and purpose of current research on managing innovation and entrepreneurship ecosystems;- to develop a finer grained understanding of the heterogeneous nature of innovation and entrepreneurship ecosystems and their complex interactions between private/public actors and policies;- to explore a dynamic approach in the construction of ecosystems and in the analysis of the relationships between its components;- to observe the cultural and organizational perspectives driving the phenomenon;- to manage the main organizational dynamics that characterize creative hubs, with a particular focus on business incubators and accelerators.
<i>Type of teaching activity</i>	Lectures/cases
<i>Final assessment</i>	Assignment

<i>Further information</i>	Contact: manuel.castriotta@unica.it ; diguardo@unica.it ; michela.loi@unica.it ; elona.marku@unica.it
----------------------------	---