



PhD in Entrepreneurship and Innovation

Analysis of business forms

Academic Year	2020/2021
Title	Analysis of business forms
Credits	5
Level	Phd Course
Scientific-Field	SECS-P/7 – SECS-P/8 - SECS-P/9 - SECS-P/10 - SECS-P/11
Semester	I semester
Year	2
Professor	Mario Pezzillo Iacono mario.pezzilloiacono@unicampania.it
Venue	Università degli Studi della Campania “Luigi Vanvitelli”

SYLLABUS

Course topics

The course focuses on the analysis of a business enterprise across different disciplines, views and approaches. The PhD students will develop *case histories*, exploring the following topics: business strategy, organizational model and practices, policies of human resources management, methods and practices of product and process innovation, business model, model and practices for management control, financial and accounting analysis.

Aims

The main aims of the course are to provide students with:

- the basic tools needed to design a case history;
- the ability to plan and use appropriate methods to undertake a case history;
- the ability to critically and autonomously interpret a case study articles on the basis of their research design.;
- allow students to analyse a firm in a multidisciplinary view;
- understand the advantages, challenges, and limitations of case study research

Teaching Materials

Articles published in international scientific journals that will be made available through electronic sharing systems

In itinere evaluation

Class Discussion; project work.

Final Test

A “case history” work based on: participant/non participant observation, semi-structured interviews, document analysis

Teaching methods

Teaching methods emphasise interactive learning and include: flipped class, peer to peer evaluation, team working, active training, project works, student presentations.

Language

Italian and English