

INTERNATIONAL BUSINESS

MGMT 320: Family Business in Italy

Credits: 3

Instructor: Diletta Frescobaldi, Laurea

Schedule: TBA

Prerequisite: None

Site visit fee: TBA

Course Description:

This course will trace the origins, development, and characteristics of family firms with special emphasis on the impact that they have had on the social, political and economic life of Italy. Moving from the historical overview to the current situation, consideration will be given to changes and trends in family firms, international strategies, and the challenges of global competition. Attention will also be given to the different typologies of family firms, values and principles, and critical challenges for continuity, with an analysis of successful and unsuccessful cases.

The course will also present case studies in various Italian sectors such as wine and food, gold, textile, fashion, steel, automobile and others.

Field trips to family firms in various Italian sectors are an integral part of the course.

Course descriptions may be subject to occasional minor modifications at the discretion of the instructor.

Textbooks: TBA

During orientation at the Institute, students will receive a list of textbooks they are required to purchase. Students should not purchase any texts before orientation.