

Scuola Superiore Sant'Anna di Pisa
Ph.D. Course in Management

CASE ANALYSIS METHODOLOGIES IN MARKETING AND MANAGEMENT

SYLLABUS

Academic Year	2009-2010
Module Title	Case analysis methodologies in marketing and management
Lecturer	Prof. Simone Guercini , University of Florence
E-mail:	simone.guercini@unifi.it
Class Meetings:	Wednesdays 21 st October 11:00 – 13:00 Thursday 29 th October 15:00 – 17:00
Hours	4
Assignments	Paper (from 1000 to 1200 words) to submit by 28 th October 12:00

SEMINAR DESCRIPTION AND OBJECTIVES:

The aim of the seminar is stimulating autonomous capabilities to evaluate limits and opportunities offered by the application of case analysis in research projects in marketing and management. Case analysis can be observed as a “philosophy”, as a “strategy” and as a “technology” of research in social sciences. The emphasis is on critical assessment of the various methodologies available to researchers in the social sciences, management and business studies.

On completing the module participants will have a critical understanding of arguments concerning the nature and status of case analysis among the scientific methods. In addition, students will be aware of the strengths and weaknesses associated with different research techniques, and the production, meaning and use of data.

The first class meeting is to discuss the evolution of case analysis in the field of management, defining “what” is the case study method, “why” can be useful doing research and “how” use it. The second class meeting is oriented to discuss the application of case analysis in the participant own research perspective.

SEMINAR MATERIALS:

Selected references (word file) and slides (power point file) both delivered by the lecturer at the end of the first class meeting.

ASSIGNMENTS:

After the first and before the second class meeting, each participant is required to write a short paper (from 1000 to 1200 words) based on a match between a synthesis of articles selected by the references and the issues of her or his doctoral research project.

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MARKET KNOWLEDGE IN ENTREPRENEURIAL MARKETING

SYLLABUS

Academic Year	2009-2010
Module Title	Market knowledge in entrepreneurial marketing. Heuristics, personal contact network, and intercultural perspective
Lecturer	Prof. Simone Guercini , University of Florence
E-mail:	simone.guercini@unifi.it
Class Meetings:	Wednesdays 18 th November 11:00 – 13:00
Hours	2
Assignments	Readings

SEMINAR DESCRIPTION AND OBJECTIVES:

The main objective of the seminar is to provide students with conceptual tools to understand the specificities of entrepreneurial marketing compared with managerial and mainstream marketing. More specifically it involves developing skills and expertise in the analysis of market knowledge theory and practice as well as the ability to work independently to develop and defend an intellectual position.

A specific emphasis is on the concepts of “personal contact network” and “heuristics processes” which are discussed as main issues in entrepreneurial knowledge formation and behaviour. “Entrepreneurial heuristics” are defined as the thumb-rules which guide the marketing and management decision of the entrepreneurs. In a final part of the paper an intercultural perspective is introduced by the discussion of market knowledge in ethnic entrepreneurial communities.

SEMINAR MATERIALS

Selected references (word file) and slides (power point file) both supplied by the lecturer at the end of the first class meeting.

ASSIGNMENTS:

Assignments include the following suggested seminar readings:

Carson, D. (1985) The evolution of marketing in small firms, “European Journal of Marketing”, Vol. 19, No. 5, pp. 7-16.

Schwenk, C.R. (1984) Cognitive simplification processes in strategic decision making, “Strategic Management Journal”, Vol. 5, No. 2, pp. 111-128.

Tversky, A., Kahneman, D. (1974) Judgement under uncertainty: heuristics and biases, "Science", Vol. 185, pp. 1124-1131