



Scuola Superiore
Sant'Anna



PhD in Management

Title of the course: CASE ANALYSIS METHODOLOGIES IN MARKETING AND MANAGEMENT SYLLABUS

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Short description of the course and exam

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.

Student commitment and preparation for the course

After the first and before the second class meeting, each participant is required to write a short paper (from 2000 to 2500 words) based on a match between a synthesis of articles selected by the references and the issues of her or his doctoral research project.

Location, dates and time

The course will start on Friday **October 5, 2012** and will take place at Istituto di Management, Palazzo Alliata, Piazza Martiri della Libertà 24, Pisa, with the following calendar:

October 5, 2012, 3 pm - 6 pm

October 12, 2012, 3 pm – 6 pm

November 9, 2012, 3 pm – 6 pm

Recommended reading

- 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