



The Course & package of Handouts are based on the BOOKS:

- GML – *Global Management Lectures* (2016 – Joe Santangelo)
- EXPORT MANAGEMENT & Corporate Strategy (2016 – Joe Santangelo)
- CONTEMPORARY MANAGEMENT (2016 – Jennifer George)
- DEFINITIONS taken from: WEB-FINANCE INC. - Business Dictionary



INTERNATIONAL ACADEMY OF ROME

LECTURER: **DR. GIUSEPPE SANTANGELO**

COURSE: ENGINEERING MANAGEMENT (CERTIFICATE) INE4009

SESSION: 0) COURSE PRESENTATION

Introduction

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Session: 0) Course Presentation

Author's Presentation

The Lecturer

Joe Santangelo is currently the *Head of Development for Foreign Markets* at Petroltecnica S.p.A. (Italian Oil and Gas Solutions Provider) and *Vice President* of MPT S.p.A, Turkish Joint Venture Company based in Istanbul. As *Manager of Business Development*, Mr. Santangelo has trained his Turkish and Italian Sales Team in the following areas: *Global Management, Strategic Management, Market Assessment and Benchmarking, Sales Management, Decision Making, Cross-Cultural Negotiations, International Commercial Law*. From 2009 to 2011 the Author was *National Sales Director* at ATS Mobility – ZEAG AG, a Swiss Company with establishments in Italy. Being responsible for the Parking Systems Business Unit, he developed and executed for the Swiss headquarters and its suppliers, the 5 years Company growth plan, including the training of the entire Sales Force. Before then, from 1997 up to 2009, he was responsible for the Parking Business Unit of AJ Mobility and Siemens AG in Italy. As *National Sales Director* he developed and coordinated the implementation of strategies aimed at meeting the annual sales/profitability targets, maintaining knowledge of market trends, customer requirements, competitor actions, and customer base as well as assisting in developing new products and services and revising the existing ones, for business growth. In June 2016, Joe Santangelo publishes his first academic book: “*EXPORT MANAGEMENT – An Enterprise Internationalization’s Manual*” – Bonferraro Editore – Catania/ITA. In October 2016 “*GML: Global Management Lectures*” is published by CHINASKI-EDIZIONI – Genova/ITA.

AIM OF THE COURSE

Engineering MANAGEMENT – The Student:

- 1) Knows **business life practices** such as project management, risk management, and change management; develop an **awareness of entrepreneurship**, innovation, and sustainable development.
- 2) Knows modern **Strategic tools**, which enable the managers develop **Grand Corporate Strategies, Strategic Business Unit Plans and Programs, Operational Strategic Plans**.
- 3) Knows the **management concepts and managerial skills** necessary for the managers to utilize organizational resources efficiently and effectively to achieve organizational goals.

TOPICS

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Course Sessions - Engineering Management - Course Code INE4009

- 1) Managers and managing organizations, different styles and approaches**
- 2) Evolution of Management Thought - Functions of organizations, value chain**
- 3) Ethics & Social Responsibility - Financial Engineering**
- 4) Global environment - Critical costs in internationalization strategies**
- 5) Manager as a decision maker - Cost analysis and decision making**
- 6) Manager as a planner and strategist - Strategic Management Frame**
- 7) 1st REVIEW: Midterm Exam**
- 8) Functional Strategies: Value Chain Management**
- 9) Managing organizational Structures & Cultures (Motivation and Leadership)**
- 10) Control & Change Management**
- 11) Intellectual Property Rights MANAGEMENT**
- 12) Motivation**
- 13) Leadership**
- 14) 2nd REVIEW: FINAL EXAM**

Session: 0) Course Presentation

Raccomendations

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- ✓ **STOP the Professor** whenever something is NOT clear
- ✓ **STOP the Professor** if you need any **EXAMPLE**
- ✓ **STUDY the Handouts** (till the **BOOK** is available – **END/OCT.**)
- ✓ **BE CURIOUS** and **INVESTIGATE** the topics by yourselves
- ✓ **SET UP** a personal **GOAL** on this Course

SOURCEs (Institutional & Handouts)

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Global Management Lectures EDITING Stage (Milano-2017)



(English) Pages: 350
ISBN: **TBD**

Export Management Bonferraro Editore (Catania-2016)



(Italian) Pages: 600
ISBN: **978-8862721240**

Presentation of the Students

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QUESTIONs:

- 1) **WHO** are you?
- 2) Your previous **EXPERIENCEs**?
- 3) Your **EXPECTATIONs** (course)?
- 4) Your **EXPECTATIONs** (career)?



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NOW LET'S START



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