

2017

EXECUTIVE  
EDUCATION

# CULTURAL INSIGHT ITALY

Understanding Cross-Cultural  
Management and How to Do  
Business in Italy

Z1182

I Edition  
May 13 – 14 2017

## SCIENTIFIC DIRECTORS

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## INTRODUCTION

*When expatriates first move to a new country, they are often puzzled by what they encounter. Although they may have received training before leaving home, the reality of a new life abroad is often different than what expatriates expect. In this workshop, we will introduce approaches to understanding and dealing with cultural differences in general with a focus on the culture of the Italian people and how to do business in Italy. We will also talk about the expatriate experience and how to make it a success for participants and their families.*

## OBJECTIVES

This two day program will introduce basic concepts in cross-cultural management with particular reference to Italy. At the end of the two days, participants will:

- Have a basic understanding of how culture influences international business
- Gain insight into their own and other cultures
- Be able to identify areas of commonality and difference between their own and the Italian culture
- Learn more about the expatriate experience
- Appreciate effective ways of doing business in Italy

## TARGET PARTICIPANTS

Expatriates working in Italy in private organizations, public administration, and nonprofit organizations.

## TIME

May 13 and 14, 2016; 09.30-13.30 / 14.30-17.30

## CONTENTS

- Cross-Cultural Management: An introduction to basics about culture and major cultural frameworks; applying the cultural frameworks to international business
- The Expatriate Experience: Dealing with culture shock and creating the new normal
- Advanced Practical Simulation (based on short movies and scenario analysis): A Cultural Compass.
- Understanding Italy and Working with Italians: Identifying areas of commonality and difference mainly with regards to:
  - Office life: building confidence and working relationships
  - Dealing with elites, hierarchies and power distance
  - Key aspects of Italian management: Leadership and management styles, strategy execution and performance management
  - Variety of regional and corporate cultures as well as of reporting lines
  - Formality versus informality, with a focus on the role of formal and informal meetings in the decision-making process
  - The hidden dimension: interpersonal dynamics, proxemics and non-verbal communication, voice, speech and gesture, small talk, private/public sphere, family ties, gender issues, being smart, expressions of feelings and emotions
  - Background and trends: key regions and sectors, socio-economic trends, education and culture, political parties, state and civil society, criminality, lobbies and elites

## TEACHING METHODS

LUISS Business School combines traditional teaching methods such as lecturing on theoretical frameworks and models with experiential learning. The use of active learning and teaching methods is aimed at putting new knowledge into practice through case discussion, exercises, simulations, and role playing. This teaching approach allows participants to apply theoretical models and frameworks to real case situations. In addition, LUISS Business School offers a virtual platform – the Blackboard management system - to support learning processes and share teaching materials.

The teaching methods employed in this program include lecture, case discussion, case study, video, and simulation.

## PROFESSORS

### **Anne Marie Francesco, Ph.D.**

Prof. Anne Marie Francesco is the CEO of the Hong Kong International Management Consulting Company. She received an M.A. and Ph.D. in industrial/organizational psychology from The Ohio State University and a B.A. in psychology from New York University. Previously, Anne Marie was a professor in the School of Business at Hong Kong Baptist University, and earlier she held full-time faculty appointments at Simon Fraser University, Vancouver; Pace University, New York; the Hong Kong University of Science and Technology; the University of Alaska Fairbanks; The Chinese University of Hong Kong; and the University of Tennessee. She was also the managing director of A.M. Francesco & Associates Ltd., a Hong Kong-based human resource management consulting firm.

Anne Marie is the co-author of the book *International Organizational Behavior*, and she has written numerous journal articles and conference papers. She is also on the editorial boards of the Academy of Management Learning and Education journal and the Journal of World Business. Her current research interests include cross-cultural management and

organizational behavior, work-family interface, and the application of scientific mindfulness to the teaching of cross-cultural management.

### **Fernando Salvetti, PhD**

Prof. Fernando Salvetti is an Italian national from Turin, resident in Switzerland (Bern and Lugano) where is headquartered the professional practice he set up in 1996: LKN-Logos Knowledge Network. Fernando is known for his workshops where he advises professional and business people, as well as post-graduate students.

Consultant and entrepreneur-executive on international communication and “glocal” business, Fernando travels and works all year round, spending some weeks in a number of interesting places such as London, Paris, Athens, Istanbul, Dubai, Doha, Hong Kong, Singapore, New York, and San Francisco - serving also as a part-time business school faculty member.

By background, Fernando is a lawyer, an anthropologist, and an epistemologist (DJ and MBA from the University of Turin, BA, MA and PhD in Philosophy and Human Sciences from the University of Urbino, humanities at Liceo Classico Botta in Ivrea) with a relevant track record of post-graduate programs attended internationally at Stanford, Harvard, London School of Economics and Political Sciences, Paris Sorbonne, etc. The latest books he has co-authored include *Employability. Knowledge, Skills and Abilities for the Glocal World* and *Glocal Working: Living and Working Across the World with Cultural Intelligence*. He also wrote the Introduction to the Italian edition of Geert Hofstede’s bestseller *Cultures and Values*.

## **CERTIFICATION**

Participants who attend at least 80% of the sessions will receive a certificate of attendance at the end of the program.

## **LOCATION**

LUISS Business School, Viale Pola, 12 – Roma

## **FEES**

**Tuition Fees € 1.200,00 + VAT**

Participants enrolled in other LUISS Business School courses or in a Master's program at LUISS Guido Carli University are entitled to a 10% reduction in fees.

**Only a single discount will be applied, regardless of the number of programs in which a student is enrolled.**

## HOW TO APPLY

Please send a completed and signed application downloadable from <http://businessschool.luiss.it/offerta-formativa/executive-program/cultural-insight-italy/>, to [mbarbuzzi@luiss.it](mailto:mbarbuzzi@luiss.it). In order to ensure the quality of the training activities and services provided to participants, enrollment is limited and will be determined by the date of arrival of the application.

## PAYMENT

Upon notice of acceptance to the program, payment should be made in one installment to the following account holder:

**LUISS Guido Carli - Divisione LUISS Business School**

c/c 400000917 - ABI 02008- CAB 05077 - ENTE 9001974

IBAN IT17H 02008 05077 000400000917

Unicredit Banca di Roma - n. agenzia 274 - dipend. 31449

Viale Gorizia, 21- 00198 Roma

## INFORMATION

For further information, please contact:

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## CERTIFICATES & CERTIFICATIONS



LUISS Business School is accredited by EQUIS  
(EFMD Quality Improvement System).

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LUISS Business School is member of ASFOR  
(Associazione Italiana per la Formazione  
Manageriale)

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DI GESTIONE QUALITÀ  
CERTIFICATO DA DNV GL  
= ISO 9001 =**

LUISS Business School is certified  
UNI EN ISO 9001 – Sector EA: 37 – 35  
Education and Business Consulting

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LUISS Business School is REP  
Registered Education Provider PMI  
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LUISS Business School is recognised by Regione Lazio  
for education activity

