

**TEMPUS PROJECT:**  
**Business University Of the New Age in Serbia: the BBA**  
**BBA Professors working visits to SAA Turin:**

**Visit of Dejan Eric, PhD, BBA Professor to SAA Turin**

**Visit period:** June 16-23, 2008.

**Activities:**

During the visit to SAA Professor Eric performed three main tasks :

1. Curriculum Development and development of teaching material for the Advanced Strategic Management Course
2. Discussing issues regarding future cooperation between BBA and SAA
3. Performing preliminary research aimed at ensuring high returns from the business visit to Turin of BBA students

**1. Curriculum Development** – As one of lecturers engaged in teaching the Business Strategy – Advanced Strategic Management Course (together with Professor Brnjas) Professor Eric continued the work on syllabus development with Professor Enrico Guzzetti. The literature sources, structure and practice aspects of teaching process, including case study, simulation, team work, etc were defined.



Professors Eric and Guzzetti working together



Professors Giuseppe Dutto, Enrico Guzzetti, Dejan Eric and Marco Elia

**2. Future cooperation between partners** – At this field Professor Eric met and had talks with the Dean of SAA, Professor Valter Cantino on future project realization phases and mutual cooperation. The visit of Professor Cantino to Belgrade in December, when the Institute of Economic Sciences, one of the co-founders of the BBA is celebrating its 50 anniversary was agreed. The possibility of translating some books of eminent SAA professors into Serbian language was also discussed.

**3. Preliminary research aimed at ensuring high returns from the business visit**

**to Turin of BBA students** - Aiming at the goal of developing high educational standards capable of responding to the needs of the ultimate clients, Professor Eric and Project Coordinator Professor Dutto discussed the means of achieving the most effective results out of the business visits to leading Italian companies located in Turin's neighborhood, like Fiat, Banca Intesa-San Paolo, Ferrero, Lavazza, etc...that will be part of the study visits at SAA of BBA students.... In this line Professor Dutto organized the working visit to the company Ferrero in Alba, 50 km far away from Turin.



Professor Eric and Dean of the SAA Professor Valter Cantino



Professor Dutto and Eric at the entrance of the Ferrero Company, Alba (Italia)