

TEMPUS PROJECT:

Business University of the New Age in Serbia: the BBA

BBA Professors working visits to SAA Turin:

Visit of Ivana Domazet, MSc, BBA Professor to SAA Turin

Visit period: 28th May-9th June, 2008

Activities: Work with Professor Roberto Berardi from SAA on preparing and developing educational materials for Marketing Management course

From 28th May to 9th of June, as scheduled within TEMPUS project, Ivana Domazet, MSc, visited SAA of the University of Turin. The purpose of her stay has been syllabus development, selection of references and case studies as well as creation of lecture notes for the compulsory (core) graduate course in Marketing Management, to be taught in autumn semester by Prof. Hasan Hanic, PhD and MSc. Ivana Domazet.

In addition, tight and fruitful cooperation with Prof. Berardi has been achieved also in terms of alternative didactical approaches, legitimate and useful in teaching on executive MBA-level. During her academic visit to SAA of the University of Turin, MSc Ivana Domazet had extensive electronic and physical libraries of books, scientific papers and case studies at disposal. Extreme competence and considerable dedication of Ms Simonetta Cozzi is kindly acknowledged.

Ivana Domazet at the class in SAA
with a group of international students



Professor Roberto Berardi and Ivana Domazet

