

TEMPUS PROJECT:

Business University Of the New Age in Serbia: the BBA

BBA Professors working visits to SAA Turin:

Visit of Zvonko Brnjas, PhD, BBA Vice Dean for International projects to SAA
Turin

Visit period: April 5-16, 2008

Activities:

Professor Brnjas, the BBA Vice Dean has performed twofold role during the visit to SAA in Turin:

1. Work with colleagues his counterpart, from SAA on developing educational materials for a course on Strategic Management
2. Discussing current issues regarding BUONA project implementation as well as the future steps needed to be performed

Subject development	Developing Syllabus for the subject of Advanced Strategic Management course within planned MBA curriculum
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Within this group of activities professor Brnjas attended the course on Strategic Management performed by Professor Jim McLoughlin from Brighton University, who delivered five-day course on Strategic Management to international student of SAA. The two Professors discussed the content and especially the methodology of course delivery. Special emphasis was put at usage the case studies in working with the students and certain video and written materials were exchanged.



Professor McLoughlin at the class in SAA with a group of international students

In addition professor Brnjas has met with Professor Enrico Guzzetti, former top manager of the number of international corporation (among other of American ITT for which he has worked during 80-ties), and guest professor at the several universities, in Italy and abroad.



Professors Guzzetti and Brnjas at the work

Project implementation activities	Discussing with Italian colleagues, professor Dutto and other related to current issues of BUONA project implementation
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In the role of BBS project coordinator Mr. Brnjas has discussed the current issues of BUONA project implementation with Italian colleagues, first of all with Project Leader, Professor Giuseppe Dutto. The following conclusions have been agreed upon:

- **Finalizing the MBA program** - BBA need to finalize drafted MBA program which should include list of subjects and professors who are going to conduct them;
- **Defining schedule of BBA professors visits to SAA** - Till the end of April BBA and SAA need to define the visits of additional 4 BBA professors (or at least three of them) who are going, together with their counterparts, professors from SAA, to initiate work on development the syllabuses on their subjects. So, in this way, together with already performed visits by BBA professors Zvonko Brnjas and Marko Malevic, planned 6 (not less than 5) professors from BBA will visit SAA in the second semester of the current Academic year. In order to accomplish this goal the following activities need to be performed:
 - BBA need to propose 4 of its professors for visiting SAA during May and June, 2008
 - SAA need to assigned 4 professors, as the counterparts of Serbian professors, who are going to work with them on developing subjects
- **Project Steering Committee preparation** - In accordance with project proposal the Project Steering Committee need to be prepared and performed during May, 2008; proposed date is May 21 and place is going to be SAA, Turin.