# Principles of management and tech law

## Prof. Donato Iacovone e Prof. Michele Faioli

I Module - Prof. Donato iacovone

 *Principles of management*

***COURSE AIMS AND LEARNING OUTCOMES ADDRESSED***

The class aims at providing the students with a broad set of managerial competences related also to the current digital and technological transformation. Starting from all the elements necessary to design and develop a winning business model, passing by the different leadership models and way of working, up to the interpretation of the current digital and technological transformation and the related impacts on value creation, in terms of context of reference and new opportunities. Students who complete this class will be able to (i) know and understand business value drivers and the opportunities related to the digital transformation and (ii) apply complex reasoning and formulate successful business strategies, with problem solving method. The students will be also able to (iii) clearly communicate the contents of their research themes, and, on the basis of the acquired knowledge in tech, interlock with experts and not experts.

***COURSE CONTENT***

The areas we will explore are below indicated:

1. *Introduction to strategy and Business Model key elements* - The concept of strategy and the importance of strategic choice. Strategy key elements (irreversible choices integrated system, future developments, competitive advantage creation) and competitive advantage. The main variables influencing business strategies: market dynamics, resources influencing production factors, technological evolution, etc.
2. *Business Model Canvas structure* - The nine building blocks, and the possible logical path for business model design and innovation. Main innovative waves having a significant impact on business: Digitalization, Artificial Intelligence, Robotics, Big Data, Cloud, Blockchain, IOT , social media and sharing economy platforms. People, skills, and competencies needed in business model transformation.
3. *New ways of working to understand how companies are changing and which are the new workforce possibilities enabled by new business models, evolving culture and digital disruption* - Leadership models and company strategic direction: to re-think priorities and evaluate key attributes of the leader role. Skills and competencies required to evolve and face change challenges. The importance to measure performances consistently with strategic business objectives: KPIs definition and their coherence with both the business strategy and business model

***READING LIST[[1]](#footnote-1)***

D. Iacovone - *[Strategy](https://www.amazon.it/Business-Model-Generation-Visionaries-Challengers/dp/0470876417/ref%3Dsr_1_2?__mk_it_IT=%C3%85M%C3%85%C5%BD%C3%95%C3%91&keywords=ALEXANDER+OSTERWALDER+E+YVES+PIGNEUR&qid=1556547703&s=gateway&sr=8-2), Business Model & Plan in the Age of Digital Disruption –* Il Mulino, 2020 *[Acquista da VP](https://librerie.unicatt.it/scheda-libro/donato-iacovone/strategy-business-model-plan-in-the-age-of-digital-disruption-9788815285119-686354.html)*

Slides from lectures and other teaching material (articles and working papers) will be delivered by means of blackboard.

***TEACHING METHOD***

Class lectures, seminars conducted by experts in the field. Students are requested to (i) do the assigned readings (see the materials published by blackboard and the related timetable), (ii) participate in class discussions on one or two principal problem that will be listed by means of blackboard; (ii) keep materials in digital folders. A “Business Game”, performed by group of students, will be executed.

***ASSESSMENT METHOD AND CRITERIA***

The grade of the module will be based on the answers to the **2 queries** (one of those will be related to the business case - **oral exam**). During the oral exam the student has to demonstrate knowledge and full comprehension of model, methodologies, techniques and tools illustrated during the course. The answers pertinence, structure and a correct use of specific terminology will contribute to the final grade. Through the business case final presentation, the ability to properly apply models, methods and techniques will be assessed, together with the capacity to effectively communicate and convey consistent messages, findings, connections and logical path leading to the solution.

**The grade will be based on the answers to the two queries related to Principles of Management odule (1/2) and on the answers to the two queries related to the Tech Law Module (1/2).**

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

II Module - Prof. Michele Faioli

 *Tech Law*

***COURSE AIMS AND LEARNING OUTCOMES ADDRESSED***

This is a class in tech law. It is designed to teach students what they need to know to work effectively with technologists, and vice versa, in firms with advanced approaches to artificial intelligence, robot and smart organisations (Industry 4.0). Topics covered may vary based on recent events, but will include advanced technologies at firm level, smart work, jurisdiction, regulations, blockchain and social application, cybersecurity, digital property. The class is meant as an introduction to these issues and, while some questions might be answered and some legal solutions might be found, the aim will be to help students develop a framework for answering these questions now and in the years to come. Students who complete this class will be able to (i) **know and understand** through the likely legal implications of artificial intelligence and robot, with new ideas and critical thinking and (ii) **apply** complex reasoning and formulate successful legal strategies, with problem solving method, in relation to artificial intelligence, workplace process transformation, big data, encryption, blockchain, in tech/firms 4.0. The students will be also able to (iii) **clearly communicate** the contents of their research themes, and, on the basis of the acquired knowledge in tech, interlock with experts and not experts.

***COURSE CONTENT***

The areas we will explore are below indicated:

1. *The Law of Robots & Advanced Technologies* – Should the law ensure that human-robot interactions occur in ways that are safe? What happens when a self-driving car or a robot causes an accident? What happens when robots interact with humans, at firm level, patrolling and organizing the work to perform? When an intelligent machine breaches a contract, upon whom do we serve process to initiate legal action? How will the law respond to such change?

2. *Blockchain, Smart Contracts and Social Application* - Blockchains, decentralized databases that are maintained by a distributed network of computers, present challenges and opportunities. Blockchains offer potential to change financial and corporate systems, to promote new social application for workers and citizens, to support participation and democratized access to resources, to change the way we contract with one another. We will consider the current EU/USA regulation on this topic and the extent to which regulation and government intervention should balance the maintenance of social norms against the need to let a nascent technology innovate.

3. *Tech Jurisdiction* - Is tech itself a jurisdiction, a place that could have laws of its own, a cyberspace with its own regulation? Tech is a global network, so jurisdictional questions are inevitable. This area is all about conflicts: there is the conflict between (radical) markets and consumers, tech users and the governments who disapprove of what they are doing, conflicts between different governments with different policies. A tech network brings together people in different places. Its aim is to bridge geographic divisions. When those divisions are transnational, the network raises jurisdictional issues just by being a network. We will explore different facets of jurisdiction. We will also explore the problem of overlapping national laws on a global network and how EU/USA laws deals with the question of jurisdiction over online activity.

***READING LIST[[2]](#footnote-2)***

Most readings will be taken from these casebooks and from materials I developed during my recent researches (visit regularly our University’s blackboard page):

1. E. Palmerini, al., *Regulatory challenges of robotics: some guidelines for addressing legal and ethical issues*, in *Law, Innovation and Technology*, 2017, 9, 1, 1 ss.
2. J. Grimmelmann, *Internet Law: Cases and Problems,* Semaphore Press, 2020

***TEACHING METHOD***

Students are requested to: (i) do the assigned readings (see the materials published by blackboard and the related timetable), (ii) participate in class discussions on one or two principal problem that will be listed by means of blackboard; (ii) keep materials in digital folders. Our class discussion will be directed and focused to solve cases and to come up with a collective answer to the problem. Most of the readings consist of excerpts from casebooks, doctrines, judicial opinions, case law, statutes, law, CBAs.

***ASSESSMENT METHOD***

Oral exams. The grade will be based on the answers to the **2 queries**. General and pragmatic items to face with the method indicated in the course (i.e. the student will receive a set of facts that have legal implications, and will be required to provide someone - a client, a judge, a legislator, etc. - with good advice on what to do in light of those facts. The student should identify the legal questions those facts raise and do the best to answer those questions based on the law they learned in the course). The student’s capacity will be assessed on the basis of the attitudes to (i) synthetize the case, (ii) identify and apply relevant principles, (iii) conduct legal research, (iv) communicate effectively the legal concepts.

**The grade will be based on the answers to the two queries related to Principles of Management odule (1/2) and on the answers to the two queries related to the Tech Law Module (1/2).**

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)
2. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-2)