

Bocconi

REGULATIONS

Department
of Marketing



Università
Bocconi
MILANO

SUMMARY

Article 1 (Scope and Purpose of Regulations)	2
SECTION I – RESPONSIBILITIES AND RESOURCES	2
Article 2 (Responsibilities)	2
Article 3 (Financial, Instrumental and Human Resources)	2
SECTION II - BODIES	3
Article 4 (Bodies of the Department)	3
Article 5 (Head of Department)	3
Article 6 (Department Executive Committee)	3
Article 7 (Department Council)	4
SECTION III RECRUITMENT AND PROMOTION PROCEDURES	5
Article 8 (Recruitment and Promotion)	5
Article 9 (Secondary Affiliations to the Department)	6
SECTION IV - MONITORING AND EVALUATION, ADMINISTRATION AND CLOSURE	6
Article 10 (Monitoring and Evaluation)	6
Article 11 (Administration and Accounting)	6
Article 12 (Closure)	6

Article 1 (Scope and Purpose of Regulations)

1. These Regulations apply to the Bocconi University Department of Marketing, and govern its purpose, resources, organization, evaluation and closure.
2. According to Article 55 of the Statute and Article 36 of the General University Rules, the Department of Marketing is a unit aimed at coordinating and developing the internal supply of resources and expertise for teaching and research in the following disciplinary areas: Marketing.
3. The provisions of these Regulations supplement those of Articles 36 through 43 of the General University Rules and shall be interpreted in accordance with the latter, as well as the Statute.
4. Any masculine terms contained in these Regulations should be considered gender-neutral and are therefore to be referred to all persons potentially included or interested.

SECTION I – RESPONSIBILITIES AND RESOURCES

Article 2 (Responsibilities)

Without prejudice to what is the responsibility of the Schools, the Department has the responsibilities attributed by Article 37 of the General University Rules.

Article 3 (Financial, Instrumental and Human Resources)

1. The Department has no legal personhood. Contracts, deals and agreements for the procurement of its resources are therefore entered into by the University's legal representative (or the legal representative's delegate).
2. Notwithstanding the provisions of the preceding paragraph, collaboration agreements may be entered into with other economic, social and cultural, public or private actors in the Department's context of reference.
3. To carry out its institutional activities, the Department shall make use of:
 - a) Bocconi University faculty members;
 - b) collaborators dedicated to the Department's activities;
 - c) external scholars and experts, including recipients of grants and fixed-term research contracts, for the performance of temporally defined assignments.
4. The Department shall also make use of the University's non-teaching staff, which, through the organization of the relevant management and under the supervision of a coordinator, ensures the management of all the activities carried out by the Department, which encourages their engagement and involvement.
5. The Department's institutional purposes are carried out on Bocconi University's campus and within its facilities, as well as through the equipment and services it makes available to it.

SECTION II - BODIES

Article 4 (Bodies of the Department)

The bodies of the Department are:

- a) the Head of Department;
- b) the Executive Committee;
- c) the Council.

Article 5 (Head of Department)

1. The Head of Department is appointed by the Rector at the proposal of the Department Council and subject to the University Board being informed. Assistant Professors and Lecturers shall have the right to participate in the deliberation by which the Council proposes the appointment of the Head of Department to the Rector.
2. The proposal of Head of Department shall be voted on by secret ballot, ensuring the expression of votes also to off-campus faculty and following the rules established by Article 11 of the General University Rules.
3. The Head of Department shall be appointed for three years. Renewals and revocations shall be regulated by Article 4 of the General University Rules.
4. The Head of Department represents the Department faculty at meetings of the Academic Council, when appropriate reporting to the Department Council the decisions that fall under the latter's responsibilities. The Head of Department participates on behalf of the Department in the University's other governing, assembly and advisory bodies in which his or her presence is expected or requested.
5. The Head of Department is also the academic representative of the Department outside the University and vis-à-vis the other organizational units into which it is divided.
6. The Head of Department convenes and presides over the Department Council and Department Executive Committee.
7. Every three years, the Head of Department prepares a three-year plan for the Department (supplemented by the budget, detailing the allocation of resources available for initiatives or expenditure items), which defines the objectives to be achieved in the respective disciplinary areas and the actions to achieve them. The objectives must be consistent with the University's strategic planning and Quality Policies and take into account the reference context, responsibilities, available resources and development potential of the Department itself.
8. This plan (supplemented by the corresponding budget) shall be submitted to the Department Executive Committee for approval and then to the Rector. After approval the Head of Department sends it to the Academic Council and the members of the Department Council.
9. The Head of Department shall also have the powers vested in him or her by Article 39 of the General University Rules.

Article 6 (Department Executive Committee)

1. The Department Executive Committee, chaired by the Head of Department, shall be made up of at least four of the Department's Full Professors, Associate Professors or tenured Researchers. Members of the Department Executive Committee are appoint-

ed by the Council at the proposal of the Head of Department, who is an ex officio member. The aggregate number of Associate Professors and tenured Researchers may not exceed the number of Full Professors.

2. Department Executive Committee members shall exercise their mandate without representational constraints. They may be responsible for promoting and coordinating specific areas of the Department's activities.
3. On the basis of what is indicated by the Council at the time the Department Executive Committee is appointed, in matters within his or her responsibilities, the Head of Department may propose to the latter the establishment of one or more committees with advisory, investigative or management tasks. In such cases, the Head of Department shall ensure that the composition of the committees, in their entirety, respects the University's values of pluralism, equity and inclusiveness and represents the Department's research and teaching areas.
4. The Department Executive Committee is vested with the powers indicated in Article 43 of the General University Rules.
5. Meetings shall have a quorum when the majority of its members are present and decisions shall pass by a majority of its members.
6. Subject to the provisions of the following article of these Regulations, the agenda and the decisions made by the Department Executive Committee shall be communicated to the members of the Council promptly, and in any case before the next meeting of the Council.
7. The Head of Department may allow participation in Department Executive Committee meetings through audio or audiovisual means, ensuring that it is possible for each of the members to speak and to express their opinion and vote. In this case, instructions for connecting to the meeting shall be indicated in the notice to call the meeting.
8. The Head of Department may invite other Department faculty members to Department Executive Committee meetings to discuss particular topics. They shall not, however, be counted in the attendance and decision-making quorums.

Article 7 (Department Council)

1. The Department Council shall guide, plan and coordinate the work of the Department.
2. In exercising the powers vested in it by Article 41 of the General University Rules, the Department Council shall be responsible for setting the planning criteria and guidelines, consistent with the pursuit of its research and teaching objectives and in collaboration with the School Deans, the Dean for Research and the Dean of the Faculty.
3. The Head of Department shall call Council meetings at least twice during the academic year, as specified in Article 40.4 of the General University Rules.
4. The Department Council shall be made up of all the Department's Full and Associate Professors and tenured Researchers.
5. The Department's other professors, permanent instructors and Assistant Professors may also participate in the Department Council, with only the right to speak and make proposals.
6. The Head of Department may invite other faculty and academics to Council meetings

to discuss particular topics. They shall not, however, be counted in the attendance and decision-making quorums.

7. With regard to topics of primary interest to students, one representative from Degree programs and one representative from PhD programs, elected according to specific regulations, shall also participate in the Department Council, without the right to vote. The issues for which student representatives for the various levels of degree programs may attend Department Council meetings shall be identified by the Head of Department at the time of calling the meeting through express reference in the agenda.
8. Meetings shall have a quorum when the majority of its members are present and decisions shall pass by a majority of those present, subject to the requirements of the law and in accordance with Article 40 of the General University Rules. Votes in favor from two-thirds of its members are required for the approval of resolutions of changes in the Regulations of the Department or approval of new policies. These items shall be voted on by secret ballot. Only members of the Department Council as set out in paragraph four of this article shall be counted in the attendance and decision-making quorums.
9. When the Department Council be called upon to provide an opinion on the recruitment of Full Professors, only Full Professors shall participate in the meetings. When the Department Council be called upon to provide an opinion on the recruitment of Associate Professors, only Full and Associate Professors shall participate in the meetings.
10. Assistant Professors and Lecturers shall have the right to participate in providing an opinion, as referred to in the paragraph above, in the proposed appointment of the Head of Department, as well as in any advisory deliberations in the following matters:
 - a) Hiring of Assistant Professors (Assistant Professors only);
 - b) Hiring of Lecturers.
11. The Department Council shall decide by an absolute majority of the members entitled to vote on the approval of the Department regulations. Then, after verifying their compliance with the law and Bocconi University regulations, they shall be issued by the Rector by decree.
12. The Head of Department may allow participation in Department Council meetings through audio or audiovisual means, ensuring that it is possible for each of the members to speak and to express their opinion and vote. In this case, instructions for connecting to the meeting shall be indicated in the notice to call the meeting.

SECTION III RECRUITMENT AND PROMOTION PROCEDURES

Article 8 (Recruitment and Promotion)

1. The Department Executive Committee shall formulate an annual program for the development of academic resources, which shall be consistent with the objectives of the strategic plan and the plan for the use of resources assigned to the Department, and shall define the recruitment and promotion objectives. This program must be submitted to the Academic Council for approval, after the Head of Department has proposed it to the Department Council and discussed it with the Dean of the Faculty.
2. Recruitment and promotion procedures shall be carried out in accordance with the Tenure Manual included in the Bocconi Faculty Management policy in force.

Article 9 (Secondary Affiliations to the Department)

1. Faculty members belonging to other Departments may also apply for affiliation to the Department, according to the provisions of Article 38 of the General the University Rules.
2. The Department Council shall decide on faculty member requests for secondary affiliation to the Department by a majority vote of those present at the meeting.
3. Requests for secondary affiliation are evaluated on the basis of the following criteria:
 - a) similarity or complementarity of teaching and research activities with the Department's mission and content;
 - b) interest in the future development of areas of integration with the Department's programs and objectives;
 - c) relevance and consistency with respect to the pursuit of the Department's mission.
4. In the absence of agreement with the members of the Department, the decision shall be made by the Academic Council on the basis of an assessment of the consistency of the concerned faculty member's area of expertise with the academic areas covered by the Department itself.
5. Faculty members with secondary affiliation may participate in the Department Council but do not have the right to vote, nor the right to stand for election.

SECTION IV - MONITORING AND EVALUATION, ADMINISTRATION AND CLOSURE

Article 10 (Monitoring and Evaluation)

1. The Department's activities shall be subject to evaluation in the manner and frequency established in the program for the evaluation of University units and services.
2. As part of the annual review process, the Head of Department is responsible for annually monitoring and verifying the achievement of the objectives defined in the three-year plan and defining any indications and proposals for improvement actions for the future. This information is reported in the document called the Annual Report.
3. The Annual Report is approved by the Rector, after being voted on by the Department Executive Committee and submitted to the Quality Assurance Committee for review.

Article 11 (Administration and Accounting)

The Department's administrative and accounting management shall be governed by Bocconi University's Administration, Finance and Accounting Regulations.

Article 12 (Closure)

The Department may be dissolved by the same procedures as for its establishment.