



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

Master

Date

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Course Code

(PMG511)

PROJECT LEADERSHIP

Instructions:

- يغلق الواجب يوم الإثنين ١ مارس في تمام الساعة ٩ مساءً.
- الواجب سؤال واحد مقالي من ٤ درجات ما لا يقل عن ١٥٠ كلمة باستخدام font 12.
- الإجابة على الواجب باللغة الإنجليزية واللغة العربية مع مراعاة أن تكون المصطلحات باللغة الإنجليزية
- يرجى ضرورة التحويل إلى صيغة pdf بعد الانتهاء من الواجب ورفعته على المودل.
- الحل يكون على هذا النموذج الخاص بالجامعة فقط ولن تقبل أي مستندات أخرى.

Instructor's Name:
Dr. Sara Adel

ANDREA AGNELLI

Andrea Agnelli is an Italian businessman and chairman of Juventus F.C. football club. Since 2010, he has also served as Executive Member and Chairman of the European Club Association, and was also appointed to the UEFA Executive Committee since 2015. He is a member of the industrialist Agnelli family. He is also a board member of FIAT and Exor. I believe that Mr. Agnelli is presenting a live example on transformational / visionary leadership style and the impact that true leaders can have on any organization or project success.

In 2010 Mr. Agnelli was assigned to be the chairman of Juventus football club while he was 35 years old only, carrying that big heritage of Juventus Club on his shoulders. Mr. Agnelli had very clear vision from day one to transform Juventus F.C. from football club to strong and unique economical force making it a successful company having their own commercial trade mark in sport, fashion, hospitality, and other industries.

Utilizing his knowledge about the game being fourth generation family member in Juventus F.C. management, and powered with his education in finance and law, in addition to his self-confidence and ambitious, Mr. Agnelli started immediately building management team who can understand his passion and vision, he knew that his key factors to start will be the club revenue, technical manager who lived the game, and player scout who can secure the optimum players transfer deals in line with the company vision and he delegated the job to them giving them the space as well as trust and support.

One of the most important decisions Mr. Agnelli took was the announcement of building Juventus stadium, and within almost a year, Juventus F.C. club have succeeded to open his own stadium as the only Italian football club till today, which tripled the annual revenue caused by matchday ticketing from 11.6M € in 2010 season to 31.8M € in 2011/2012 season, reaching 65.6M€ in 2019 season!

Overall since 2011 till today, Juventus F.C. club brand value have increased from 184M€ in 2011 reaching 605M€ in 2018, and overall enterprise value 1.9B € in 2020.

On the other hand, Mr. Agnelli have been always close to the team members and players, attending all the games, club events and insure that all members feel important and appreciated acting affiliative leadership style when it comes to the personal relation

with the players, by providing the best workplace and managerial atmosphere so that all players will give their outmost on the field.

Moreover when it comes to the tactical portion, Mr.Angielli have been democratic with his management team enabling them to discuss and share in the decision of the important points such as coach / player selection and transfer market.

As result of that success situational and transformation / visionary leadership, Juventus club have been dominating the Italian leagues (Siera A, Coppa italia, Super Coppa italiana) in the last ten years wining 18 italian trophies and returned to be ranked as one of the best football club in the world.

Finally and in personal level, I believe in situational leadership theory and I prefer to consider my self as transformational / visionary but realistic leader, which enabled me to improve my career keeping in mind the dynamic changing nature our field is.

Best Regards

Mohammad Abu Mayyaleh

ID: 2021202037

Sources and references:

- 1- Juventus Club Official website: www.Juventus.com
- 2- Italian statics website : www.statista.com
- 3- Wikipedia : www.wikipedia.org
- 4- The official website of European football : www.uefa.com