

## **BUSINESS ADMINISTRATION AND MANAGEMENT**

Il corso è suddiviso in due moduli: Business administration and Management

### **BUSINESS ADMINISTRATION**

**6 CFU**

*(Prof. Antonello Garzoni)*

LINGUA INSEGNAMENTO: Inglese

#### **PREREQUISITI / PREREQUISITES**

In order to make effective participation in the course, it's necessary that the student possesses a propensity aimed at getting to know the conceptual tools necessary to deal with the rigorous method and with a critical spirit the complex and dynamic reality of companies.

#### **OBIETTIVI FORMATIVI / LEARNING OBJECTIVES**

The course aims to transfer managerial thinking to the students through the use of corporate analysis tools and models. Another goal is to provide a unified view of the structure and operations of companies, to propose modalities and observation criteria of business phenomena.

#### **RISULTATI DELL'APPRENDIMENTO ATTESI / LEARNING OUTCOMES**

##### *Knowledge and ability to understand*

At the end of the course, the student is able to understand the most important aspects that characterize the business economics theory.

##### *Autonomy of judgment*

At the end of the course, the student matures the ability to interpret and read critically the issues of management, organization, detection. defining autonomously the elements of the management control system, with particular reference to the construction of the technical-accounting structure and to the identification of the most appropriate quantitative methodologies for the measurement of objectives and results. Furthermore, the student develops the ability to critically interpret and read data and information produced by control systems.

##### *Communication skills*

The student develops specific communication skills able to combine the best sciences and knowledge of different business, economic, financial and social fields.

#### **PROGRAMMA/COURSE SYLLABUS**

The course introduces the basic concepts of the business administration, which are divided into three dimensions: management, organization, and accounting. In particular in the course are explained the following topics: institutes and firms; The economic subject; The

institutional set-up and the aims of the institute; entrepreneurial formula and competitive forces; The principle of economics; The computational techniques in the system of company accounting; The financial statements; income statement and balance sheet; Financial economic indicators.

#### MODALITÀ DI INSEGNAMENTO/*COURSE STRUCTURE*

The teaching activities are structured in face to face lessons. The teaching method is based on the combination of theoretical arguments with exercises and case studies in order to obtain a full understanding of the topics covered by this course.

#### MODALITÀ DI VERIFICA DELL'APPRENDIMENTO/*COURSE GRADE DETERMINATION*

The examination is scheduled in oral form. An intermediate written test is also planned with subsequent integration in oral form.

#### ATTIVITÀ DI SUPPORTO/*OPTIONAL ACTIVITIES*

The course includes weekly tutorship activities aimed at supporting the student in the study activities.

#### TESTI CONSIGLIATI E BIBLIOGRAFIA/*READING MATERIALS*

##### Frequentanti:

- ✓ C. Walsh, Key management ratios, Prentice Hall, 2003 (only assigned chapters)
- ✓ Integrative teaching materials (readings and cases available on the e-learning platform)

##### Non frequentanti:

- ✓ C. Walsh, Key management ratios, Prentice Hall, 2003 (all chapters)
- ✓ Integrative teaching materials (readings and cases available on the e-learning platform)

**MANAGEMENT**  
**6 CFU**  
(Prof. Angeloantonio Russo)

LINGUA INSEGNAMENTO: inglese

**PREREQUISITI / PREREQUISITES**

A good comprehension of the topics provided in the Module in Business Administration is required.

**OBIETTIVI FORMATIVI / LEARNING OBJECTIVES**

The module aims to transfer to the student the guiding ideas of modern managerial thinking, to learn to use tools and models in the analysis of business cases, to provide a unified vision of the structure and functioning of companies, to observe entrepreneurial phenomena.

**RISULTATI DELL'APPRENDIMENTO ATTESI / LEARNING OUTCOMES**

*Conoscenza e capacità di comprensione/Knowledge and understanding*

At the end of the module the students will have acquired the basic notions inherent to business management, both from the perspective of strategic management and operational management. Students will be able to understand the fundamental characteristics of management that are relevant to all business management (strategy, sustainability, organization, growth, innovation, finance, marketing, procurement, logistics, production, protection business).

*Autonomia di giudizio/ Autonomy of judgment*

At the end of the module the students will be able to formulate an opinion on the effectiveness and efficiency of the managerial process that characterize the business management, as well as analyze the results generated by the company in terms of value creation for all stakeholders.

*Abilità comunicative/Communication skills*

Through the theoretical and practical notions acquired the student will be able to apply the acquired knowledge to the specific situations object of analysis. The student will be able to autonomously process judgments about specific business situations.

**PROGRAMMA/COURSE SYLLABUS**

The focuses on the creation of value as a business objective, deepening the strategic and operational management dimension: the governance system that must be adopted so that the management of the firm is aligned with the interests of the stakeholders; the problems that arise in the various management areas of the firm (strategy, organization, innovation, finance, marketing, production, logistics, procurement, protection); the means by which strategic choices are translated into operational choices in the daily life of the company.

The student is confronted with the different types of businesses, their management specificities and the relationships between companies of different types. Students are expected to develop an understanding of the complexities and decision-making processes of managerial roles.

#### MODALITÀ DI INSEGNAMENTO/*COURSE STRUCTURE*

The 6 CFU module will be structured in lectures based on the academic calendar.

The teaching method focused on the case study discussion in the classroom will allow the learning of management methodologies and tools in an active way.

#### MODALITÀ DI VERIFICA DELL'APPRENDIMENTO/*COURSE GRADE DETERMINATION*

The exam will be done in written form.

Attending students (at least 70% of the lessons) will have the opportunity to take two intermediate written tests on the contents addressed in the first and second part of the module. The final evaluation will be determined by the average of the two grades.

#### ATTIVITÀ DI SUPPORTO/*OPTIONAL ACTIVITIES*

Not provided for.

#### TESTI CONSIGLIATI E BIBLIOGRAFIA/*READING MATERIALS*

##### Attending students:

- ✓ Readings provided by the instructor on course platform.

##### Non attending students:

- ✓ Hill, Charles W.L. and McShane, Steven L. (2008), Principles of Management, New York, McGraw-Hill (chapters assigned by instructor - to be confirmed).
- ✓ Other materials and cases on course platform.