



Name	BUSINESS ADMINISTRATION AND MANAGEMENT
Course unit	Module 1: Business Administration Module 2: Management
Academic discipline	Module 1: SECS-P/07 Module 2: SECS-P/08
Academic year and semester	Module 1: 1 st year, 1st semester Module 2: 1 st year, 2nd semester
Teaching language	English
CFU	14 Module 1: 7 Module 2: 7
N. hours	84 Module 1: 42 Module 2: 42
Instructors	Course director: Antonello Garzoni Module 1: Antonello Garzoni (4 CFU), Ivano De Turi (3 CFU) Module 2: Graziano Altieri (3 CFU), Gianpiero Menza (2 CFU), Domenico De Fano (2CFU)
Expected Learning Outcomes	<ul style="list-style-type: none">- Knowledge and understanding of business phenomena and analysis tools and models.- Ability to understand and apply the main models of representation of the principle of business economy, in a unified vision of the structure and functioning of companies. Furthermore, the student develops the ability to critically interpret and read data and information produced by control systems.- Autonomy of judgment in the analysis of the phenomena that characterize and measure the organizational income and the residual result. At the end of the course, the student matures the ability to interpret and read critically the issues of business administration, 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.- Ability to analyze, summarize and clarify the display in relation to the various issues relating to the interests that converge in the institutions and their reconciliation in compliance with the principle of economy.- Knowledge and understanding of the main managerial theories and the main business management models, distinct strategic management models (sustainability, strategy, innovation, organization, growth) and operational management (production, supplies, logistics, marketing, finance, protection).- Ability to understand and apply the main managerial tools in support of business decisions, inherent in both business economics and business management.- Autonomy of judgment in the face of typical business decisions against which to identify the most appropriate managerial tools and their application.- Ability to analyze, summarize, exhibit clarity and property of language in the analysis of the financial statements and in the drafting of managerial reports aimed at solving business problems.
Course Syllabus	<p>Modulo 1: Business Administration</p> <p>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 and performance ratios; Key management decisions: standardization and the size of the production; Vertical & Horizontal extension; Groups, alliance and networks: patterns of inter-firm cooperation.</p> <p>Modulo 2: Management</p> <p>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</p>



	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.
Course Structure	<p>Modulo 1: Business Administration</p> <ul style="list-style-type: none">- Teaching classes <p>Hours of teaching classes: 42</p> <p>Modulo 2: Management</p> <ul style="list-style-type: none">- Teaching classes <p>Hours of teaching classes: 42</p> <ul style="list-style-type: none">- Case studies <p>Attending students must concretely apply the knowledge acquired by carrying out one or more group works consisting of practical cases, where each group is made up of 6-7 students. Group work is scheduled according to the didactic calendar. Each job, which consists in the drafting of a managerial report, is evaluated on the basis of completeness and originality, on the ability to learn and analyze a managerial phenomenon, on the communication skills within the working group to be transferred in the final documents, as well as on the ability to learn and compare with the opinion of group members. The evaluation of the practical cases developed by the groups of students contributes to the final evaluation (see field 'Evaluating learning').</p>
Evaluation Methods	<p>There are two learning verification exams: an intermediate exam at the end of the first module and a final exam at the end of the second module. Both tests, in addition to the practical cases developed during the lessons, contribute to the final evaluation.</p> <p>Learning assessment methods and criteria vary for attending and non-attending students.</p> <p>Modulo 1: Business Administration</p> <p><u>Attending students/studenti frequentanti</u></p> <p>Written exam and oral exam</p> <p>The written test, to be completed in 75 minutes, consists of 21 multiple-choice questions (1 point each), 1 open question (5 points) and 1 exercise (5 points).</p> <p>The multiple-choice questions are mainly aimed at assessing the degree of knowledge on the part of students on issues pertaining to institutes, companies and business combinations, and institutional structures, as well as the degree of understanding and interpretation of the main models of representation of the economy. In open-ended questions, students must demonstrate that they apply theoretical analysis tools to business cases covered in the course. In the exercises, students must demonstrate the ability to apply the tools for recording and analyzing company results through the solution of practical questions relating to financial statements.</p> <p>The oral exam consists of open questions on the whole program of the module, through which students must demonstrate, with analytical skills and independent judgment, to be able to clearly and appropriately describe the structure and functioning, as well as the tools and models analysis of business realities, and to know how to identify the most suitable tools and models for analyzing the various types of company.</p> <p><u>Not attending students/Studenti non frequentanti</u></p> <p>Oral exam.</p> <p>The oral exam consists of open questions on the whole program of the module.</p> <p>In the oral test, students must demonstrate a degree of knowledge on issues pertaining to institutions, companies and business combinations, and institutional structures, as well as the degree of understanding and interpretation of the main models of representation of the economy, as well as the ability to apply the detection tools and analysis of the company results relating to the financial statements. Students are also required to demonstrate, with analytical skills and independent judgment, to be able to clearly and appropriately describe the structure and operation, as well as the tools and analysis models</p>



	<p>of business realities, and to know how to identify the tools and the most suitable models for analyzing the various types of company.</p> <p>Modulo 2: Management</p> <p>Written exam.</p> <p>For attending students, the written exam consists of two mid-term exams, one held in the middle (first mid-term exam) and at the end (final exam) of the course. Each mid-term exam, to be completed in 60 minutes, consists of 6 closed-ended and 4 open-ended questions.</p> <p>For non-attending students, the written exam, to be completed in 60 minutes, consists of 11 closed-ended questions and 4 open-ended questions.</p> <p>In the multiple-choice questions, students must demonstrate the level of understanding of the correctness of the solution identified through the use of management theories and tools, as well as the level of knowledge and understanding of the assumptions underlying the main business theories, inherent to both the strategic management as for operational management, through the use of managerial tools relating to strategy, sustainability, marketing, finance, operations, company protection.</p> <p>In the open-ended questions, students must demonstrate, even with independent judgment, that they know how to resolve the questions proposed relating to the main evolutions of managerial theories explored in class, the main managerial models and tools focused on a recent managerial approach focused on sustainability business, according to an indispensable logical path, with clarity and language properties, to the formulation of adequate solutions to the decisions that the company faces in strategic and operational management.</p>
Assessment Methods	<p>The assessment involves the attribution of a final grade expressed in thirtieths, as the arithmetic average of the assessments achieved in the two Modules.</p> <p>Modulo 1: Business Administration</p> <p><i>Attending students:</i></p> <p>The written test weighs 50% of the final mark; oral integration contributes to 50% of the final grade. The mark will be given by the weighted average of the two marks (written/oral). Laude (31) can be attributed to those who demonstrate excellence in understanding theoretical notions and who demonstrate a full application capacity of these notions to specific and concrete business cases and business situations.</p> <p><i>Non-attending students:</i></p> <p>The mark is expressed in thirtieths and takes into account the clarity of display and the ownership of language demonstrated. Laude (31) can be attributed to those who demonstrate excellence in understanding theoretical notions and who demonstrate a full application capacity of these notions to specific and concrete business cases and business situations.</p> <p>Modulo 2: Management</p> <p><i>Attending students:</i></p> <p>The final grade is awarded on the basis of the following criteria, which apply to the first and second mid-term exams.</p> <p>Up to 6 points are awarded through 6 closed-ended questions; up to 24 points are awarded through 4 open-ended questions.</p> <p>Each case study awards up to a maximum of 3 points. Students have to clearly identify the section(s) that they have worked on. The arithmetic mean of the scores determines the score attributed to each student in a workgroup.</p> <p>Honours are given to attending students who, on the basis of the written test and case studies, obtain a grade of at least 31 points.</p> <p><i>Non-attending students:</i></p>



	The final grade is awarded on the basis of the following criteria: up to 11 points are awarded through 11 closed-ended questions; up to 20 points are awarded through 4 open-ended questions. Honours are given to non-attending students who, on the basis of the written test, obtain a grade of 31 points.
Prerequisites	No prerequisites. For the Management Module, it is advisable to acquire preliminary knowledge of Business Administration.
Teaching and didactic material	Modulo 1: Business Administration - SCAGNELLI S., GROMIS DI TRANA M., VENUTI F., Introduction to financial accounting. Concepts, cases and exercises, Giappichelli, 2019 - integrative readings and teaching cases available on the course platform Modulo 2: Management - David Boddy, (2020, 8th edition), Management: An Introduction, Pearson. - Readings provided by the instructor on the course platform.