



<b>Name</b>	MANAGEMENT
<b>Component Modules</b>	
<b>Subject area</b>	SECS-P/08
<b>Academic year and semester</b>	1st year, 2nd semester
<b>Language of instruction</b>	English
<b>ECTS</b>	7
<b>Number of hours of lectures</b>	42
<b>Teachers</b>	Prof. Angeloantonio Russo Prof. Giampiero Menza Prof. Graziano Altieri
<b>Expected learning outcomes</b>	<ul style="list-style-type: none"> <li>- Knowledge and understanding of the main managerial theories and the main business management models, distinguished between strategic management models (sustainability, strategy, innovation, organization, growth) and operational management models (production, procurement, logistics, marketing, finance, protection).</li> <li>- Ability to understand and apply the main managerial tools to support business decisions, both in business economics and in business management.</li> <li>- Autonomy of judgement in the face of typical business decisions which require you to identify the most appropriate managerial tools and their application.</li> </ul>
<b>Syllabus</b>	<p><u>Part I. Business Theories and Models</u>            Business theories            The company: models and governing bodies            The company: models and governing bodies            The competitive system: internal and competitive stakeholders            The competitive system: non-competitive stakeholders</p> <p><u>Part II. Strategic management</u>            Strategy: Definition, Competitive Advantage and Formulation            Strategy: the life cycle of a company            Sustainability            The organization of companies            Innovation            Growth strategies            Growth strategies: the acquisition process</p> <p><u>Part III. Operational management</u>            Production            Procurement            Logistics            Marketing &amp; Sales            Corporate finance            Protection</p>
<b>Teaching and learning methods</b>	Teaching is mainly delivered through lectures. In addition to lectures, the course also involves a number of hours of interactive teaching (at least one hour for each ECTS). Attending students must apply the knowledge acquired through group work consisting of practical cases, where each group is made up of 6-7 students. Group work is scheduled according to the didactic calendar. Each work, which consists in the drafting of a managerial report, is evaluated on the basis of its completeness and originality, on the basis of each group's ability to learn and analyze a managerial phenomenon, on the basis of the communication skills demonstrated by the group and displayed in the final papers, as well as on the basis of each group's ability to learn and deal with the opinions of the individual members of the group. The evaluation assessment of the practical cases developed by the groups contributes to the final evaluation mark (see field 'Criteria for measuring and evaluating learning').
<b>Evaluation methods</b>	Written exam. For <i>attending students</i> , the written test lasts 60 minutes and consists of 6 closed-ended questions and 4 open-ended questions. For <i>non-attending students</i> , the written test lasts 60 minutes and consists of 11 closed-ended questions and 4 open-ended questions.



	<p>In the multiple-choice questions, students must demonstrate their degree of understanding of the correctness of the solution identified through the use of management theories and tools, as well as their level of knowledge and understanding of the assumptions underlying the main business theories linked to both strategic and operational management through the use of managerial tools related to strategy, sustainability, marketing, finance, operations, and business protection.</p> <p>In the open-ended questions, students must demonstrate that they are able to solve in a critically-informed way questions related to the main evolutions of the managerial theories covered by the course, to the main managerial models and tools focused on a recent managerial approach based on corporate sustainability, as well as questions related to the formulation of appropriate solutions to the decisions that the company faces in strategic and operational management. In doing so, students must also display clarity of argument and propriety of language,</p>
<b>Assessment methods</b>	<p>The assessment of learning involves the assignment of a final grade expressed in thirtieths, and calculated as the arithmetic average of the grades achieved in the two tests.</p> <p><u>Attending students:</u> The final grade is awarded on the basis of the following criteria. Up to 6 points are awarded through 6 closed-ended questions; Up to 24 points are awarded through 4 open-ended questions. Each case study awards up to a maximum of 3 points. The arithmetic mean of the scores determines the score given to each student who is part of a work group. Honours are awarded to attending students who, on the basis of the written test and case studies, obtain a grade of at least 31 points.</p> <p><u>Non-attending students:</u> The final grade is awarded on the basis of the following criteria: up to 11 points are awarded through the 11 closed-ended questions; Up to 20 points are awarded through the 4 open-ended questions. Honours are awarded to non-attending students who, on the basis of the written test, obtain a grade of 31 points.</p>
<b>Prerequisites</b>	<p>There are no prerequisites. However, it is advisable to acquire prior knowledge of Business Administration.</p>
<b>Teaching materials</b>	<ul style="list-style-type: none"><li>- David Boddy, (2020). <i>Management: An Introduction</i>, 8th edition, Pearson.</li><li>- Additional materials provided by the teachers.</li></ul>