



Name	BUSINESS ADMINISTRATION
Component Modules	
Subject area	ECON-06/A
Academic year and semester	1st year, 1st semester
Language of instruction	English
ECTS	7 CFU
Number of hours of total assisted teaching activities divided between DE and DI	49 hours, including 42 hours of Expository Teaching (DE) and 7 hours of Interactive Teaching (DI)
Teachers	Course coordinator: Prof. Antonello Garzoni - Prof. Antonello Garzoni (3 CFU) - Module 1 - Prof. Ivano De Turi (4 CFU) - Modules 2 & 3
Expected learning outcomes	- 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 construction of the technical-accounting structure. - 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 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.
Syllabus	The course introduces the basic concepts of the business administration, which are divided into three modules: 1) management, 2) organization, and 3) 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.
Teaching and learning methods	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 during which business cases will be discussed and testimonials from entrepreneurs and/or managers will be held)
Evaluation methods	Learning assessment methods and criteria vary for attending and non-attending students. <u>Attending students/studenti frequentanti</u> Written exam and oral exam The written test, to be completed in 75 minutes, consists of 31 multiple-choice questions (1 point each). 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, the theoretical analysis tools to business cases covered in the course, understand how apply the tools for recording and analyzing company results through practical questions relating to financial statements. The oral exam consists of open questions on the second part of the program of the course, 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. <u>Not attending students/Studenti non frequentanti</u> Oral exam. The oral exam consists of open questions on the whole program of the module. 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 of business realities, and to know how to identify the tools and the most suitable models for analyzing the various types of company.
Assessment methods	<u>Attending students:</u> 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.



	<i>Non-attending students:</i> 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.
Prerequisites	There are no prerequisites.
Teaching materials	- Business Administration and Accounting, Marchini Pier Luigi, Giappichelli, ISBN: 9791221104363, 2023 - Readings and teaching cases available on the course platform