# Entering the world of business (workshop)

## Dr. Dario Vemagi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to offer a global overview of the world of business, and provide students with the key concepts they need to analyse the organisation and the needs of a specific company.

INTENDED LEARNING OUTCOMES

At the end of the course, students will be able to

* introduce themselves and their skills both online and offline
* develop a basic knowledge of product/project management
* know the key concepts at the basis of business organisation
* identify and satisfy the needs of a specific customer / organisation
* acquire negotiation and commercial management skills
* know the key concepts at the basis of the economic evaluation of a company.

***COURSE CONTENT***

The course will be held mainly online, on the platform Collaborate Ultra offered by Blackboard. Non-attending students (that is to say, those attending less than 75% of the course) will have access to the presentations and the recordings of the lectures on Collaborate Ultra.

***ASSESSEMENT METHOD AND CRITERIA***

Written exam, consisting in open-ended questions based on all the topics explained during the course. The maximum score is 21/30. In addition, during the course, students will have the possibility to carry out practical activities based on simulations, exercises, and projects. These activities will be assessed in class, with a score from 1 to 9 points. The final mark, resulting from the combination between the score of the written exam and the practical activities, will be expressed in thirtieths.

Non-attending students, instead, will have to write a paper on the topics explained during the course and prepare a self-presentation kit (e.g. CV, website, blog, video, etc.) to be submitted to the lecturer at least one week before the final exam.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should show a certain curiosity towards future job opportunities (e.g. setting up their own business, etc.).

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice