# Business Organisation

## Prof. Laura Maria Ferri, Prof. Alberto Busnelli

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

**Course aims**

The Business Organisation course aims to provide students with the basic knowledge required for understanding how the various economic actors operate, with a particular focus on enterprises. The course aims to train students to be able to analyse the underlying principles of business behaviour and choices and evaluate the various interests that converge in organisations.

The first module will focus on exploring the characteristics of the institutions through which people carry out economic activities, and on the main management and governance options.

The second module will focus on the principles and logic behind the management and development of human resources within companies with particular reference to global and complex contexts.

Furthermore, it will carry out an in-depth analysis of the relationship between the individual and the company, especially from the point of view of organisational roles and skills.

**Intended learning outcomes**

*Knowledge and understanding*

By the end of module 1, students will have developed knowledge of the:

* characteristics of the institutions through which people carry out economic activity;
* main management choices and characteristics of the various environments in which companies operate;
* main documents through which companies provide information about their activity and performance, from an economic, social and environmental point of view;
* importance of managing social and environmental impact for the survival and growth of organisations

In module 2, students will learn about:

* systems and tools for valorising and engaging people
* performance evaluation systems and instruments
* systems and tools for merit recognition and reward management
* systems and tools for assessment of potential and of professional growth

*Ability to apply knowledge and understanding*

By the end of the course, students will be able to:

* use the fundamental principles and language of business organisations;
* identify the main characteristics of the companies and assess their strengths and weaknesses;
* analyse the elements underlying business management choices and the social and environmental implications associated with them;
* understand the relationship between the strategic orientation of a company and the policy for the development and management of human resources.
* know the principles for the planning of systems for the management of human resources and their contribution to the competitive advantage of a company
* interpret the dynamics related to the management of human resources and apply their relative management principles;

***COURSE CONTENT***

Module 1: Business Economy (Prof. Laura Maria Ferri)

The module is divided into four main sections, in line with the expected learning outcomes. More specifically, the contents will be structured as follows:

1. *introduction to the basic concepts*, covering the basic concepts relating to the institutions and characteristics of enterprises and their particular contexts;
2. *business management*, which will address the main business management and governance options;
3. *reporting*, which will introduce concepts relating to financial statements and sustainability reports, as useful tools for summarising information and providing transparency regarding business activity and results;
4. *sustainability*, which will cover corporate responsibility, analysing strategies, policies, and tools to integrate social and environmental criteria into business management.

Module 2: Human Resources Management (Prof. Alberto Busnelli)

The module will explore the strategic management of human resources, the relationship between the individual and the organisational role, the analysis, definition, and assessment of tasks, the planning, search, and selection of employees, the national occupational standards, the assessment of positions, performances, and potential, the training and development of employees, the analysis of the business climate, wage policy systems, the problems related to the management of human resources at the global level.

***READING LIST***

Module 1

G. Airoldi-G. Brunetti-V. Coda, *Corso di Economia aziendale,* Il Mulino, Bologna, 2005.

Module 2

R.Noe,J.Hollenbeck,B.Gerhart,P.Wright, *Gestione delle risorse umane*, Maggioli Editore, 2019, third edition.

For both modules, lecture slides as well as any additional material provided by the lecturer in class and published on Blackboard constitute an integral part of the reading list. Some materials may also be in English.

***TEACHING METHOD***

The teaching method used is based largely on frontal lectures, supplemented by insights and testimonies by experts (in person and/or online). The course will also incorporate audio and video media resources and the discussion of case studies.

Students who are unable to attend lectures in person will find all the material presented in class and any relative resources on Blackboard.

***ASSESSMENT METHOD AND CRITERIA***

Written test, comprising mostly open questions.

There will be two tests for this course, one per module.

Students will be assessed for both modules by means of a written test on the topics on the syllabus.

All questions will be based on the course reading list and supplementary materials identified by lecturers in class.

Each answer will be marked by the lecturer out of 30; the marks awarded for all the questions will be converted into a simple average to calculate the final mark, which is also out of 30. A mark of 0/30, even if only for one question, will result in a fail overall.

The maximum mark is 30/30, with the possibility of obtaining *lode* (distinction) for an excellent performance in terms of completeness, clarity and the ability to make links between concepts.

The individual answers will be assessed according to the following criteria: relevance, completeness, students’ ability to express ideas in their own words and make examples and connections and, finally, clarity of presentation.

The marks awarded for the two modules, each worth 50%, will be averaged to find the final mark.

Propedeutic relationship between modules

In order to ensure that students understand the course content and can learn effectively, module 1 is designed to be preliminary to module 2. Therefore, students must take the module 1 exam before the module 2 exam.

***NOTES AND PREREQUISITES***

There are no prerequisites for this course in terms of contents.

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 board.