### **Business Management and Finance**

Proff. Francesco Maria Cianci - Prof.ssa Alice Francesca Sproviero

***Management Basics***

prof. Francesco Maria Cianci

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

The main goal of the course is making students aware of the role played by firms in modern economic systems (also in comparison to other actors such as families, the State and the non-profit organizations) and provide them with the fundamental concepts required for the economic analysis of firms’ processes and structure, as well as the ability to use them in basic situations.

For this reason the lectures will introduce students to the main management functions, also describing the basic organizational structures and the tasks fulfilled by the main functions (administration & finance, marketing, sales, production, supply chain, R&D). The course will also introduce the basics of economic sustainability of business and the basic concepts and tools of business strategy.

Finally, the course will give to students the opportunity to acquire knowledge and critical understanding of the basic concepts of financial accounting and reporting: financial statements and their underlying principles.

### **COURSE CONTENT**

This course is concerned with the following contents:

* The economic activity: people, needs, consumption, production, markets.
* The nature and the goals of the firm.
* The general and the business environment and the different classes of stakeholders
* Basics of labour organization, organizational structure and management systems
* Firm's economic sustainability and stakeholders' expectations.
* Basics of business strategy: industry analysis; nature and sources of competitive advantage; different levels of strategy (corporate, business and functional strategy).
* Basics of accounting and company performance measures: the financial statements (income statement and balance sheet) as a tool for representing and analysing the economic sustainability.

***READING LIST***

Week 1

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| date | *September 2021* |
| Title  | **(L1) The nature of the firm** |
| Readings  | G. Airoldi, *Organizations, families and economic specialization* |

Week 2

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| date | *October 2021* |
| Title  | **(L2) Management and Economic Activity Introduction** |
| Readings  | G. Airoldi, *Economic activities in organizations* |

Week 3

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| --- | --- |
| date | *October 2021* |
| Title  | **(L3) Institutional structure design and corporate governance - part 1** |
| Readings  | C.L. Bovée and J.V. Thill, *Forms of ownership*T. Larcker and B. Tayan, *Introduction to* *corporate governance* |

Week 4

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| --- | --- |
| date | *October 2021* |
| Title  | **(L4) Institutional structure design and corporate governance - part 2** |
| Readings  | T. Larcker and B. Tayan, *Introduction to* *corporate governance*M.L. Mitchell, J.H. Mulherin and J.F. Weston, *Corporate governance and performance* |

Week 5

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| --- | --- |
| date | *October 2021* |
| Title  | **(L5) The structure of organizations – part 1** |
| Readings  | R. Grant, *Organization structure and management systems*H. Mintzberg, *The structuring of organizations* |

Week 6

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| --- | --- |
| date | *November 2021* |
| Title  | **(L6) The structure of organizations -- part 2** |
| Readings  | C.L. Bovée and J.V. Thill, *Organization and teamwork*R. Grant, *Organization structure and management systems* |

Week 7

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| date | *November 2021* |
| Title  | **(L7) Strategic management and the competitive environment - part 1** |
| Readings  | F. Antoldi, *A brief introduction to strategic management*M.L. Mitchell, J.H. Mulherin and J.F. Weston, *Strategic processes* |

Week 8

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| --- | --- |
| date | *November 2021* |
| Title  | **(L8) Strategic management and the competitive environment - part 2** |
| Readings  | F. Antoldi, *A brief introduction to strategic management*M.L. Mitchell, J.H. Mulherin and J.F. Weston, *Strategic processes* |

Week 9

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| date | *November 2021* |
| Title  | **(L9) New network forms, partnerships, M&As - part 1** |
| Readings  | J. Child, *Outsourcing and offshoring*J. Child, *Strategic alliances* |

Week 10

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| --- | --- |
| date | *December 2021* |
| Title  | **(L10) New network forms, partnerships, M&As - part 2** |
| Readings  | M.L. Mitchell, J.H. Mulherin and J.F. Weston, *The takeover process*A. Roberts, W. Wallace and P. Moles, *Mergers and acquisitions* |

Week 11

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| --- | --- |
| date | *December 2021* |
| Title  | **(L11) Corporate social responsibility and business ethics** |
| Readings  | C.L. Bovée and J.V. Thill, *Business ethics and corporate social responsibility* D. Crowther and G. Aras, *Corporate social responsibility* |
| Class activity | Project work |

All the readings concerning the lectures (and the texts of case studies) are included in the collection *Management basics: Course Readings and Cases*, Academic Year 2021/2022. The appropriate readings for each lecture are listed in the following schedule, identified with the name of the author and the title of the chapter or article to read.

Instructor will provide all lesson slides.

Seminars on the contrary, have a specific programme, including related readings, which will be handed out in class.

***Teaching method***

Course activities consist of a series of lectures, seminars, case histories’ discussion, testimonials and one project work to be developed in small groups. Students are required to actively attend lectures, take part to discussions, when presented with case histories or examples of concrete situations, and prepare group assignments and delivery public presentations in class when scheduled.

***ASSESSMENT METHOD AND CRITERIA***

Assessment will take the form of a mix between: a) project work, in the form of formal team presentations, and active participation in class activities; b) a midterm individual exam, in form of multiple choice test and one open question; c) the final individual written exam, in form of three open questions.

***NOTES AND PREREQUISITES***

#### Due to the different study paths of the students, the first lessons will serve to understand the level of knowledge of the subject in order to standardize the classroom.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out through synchronous or asynchronous procedures that will be promptly notified to students.

***OFFICE HOURS FOR STUDENTS***

## Prof. Francesco Maria Cianci will receive students on appointment after Management Basics lessons on Microsoft Teams. E-mail: francescomaria.cianci@unicatt.it