# . - Business Economics

## Professor Daniele Cerrato

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

The business economics course aims to equip students with the basic knowledge for the analysis of the structure of a company and activities as well as of the environment in which the company operates.

On completion of this course students will be able to:

* Understand the main decisions associated with managing a company;
* Analyze the structure and management mechanisms of a company and assess its profitability;
* Analyze the environment and industry in which the company operates.

***COURSE CONTENT***

The course will examine the elements that form a company’s structure, and will cover the multiple variables that influence the company's way of operating and that characterize the competitive environment. In particular, the following topics will be covered:

- Company structure;

- Institutional and governance structure;

- Business activity;

- Business environment, industries, and markets;

- Strategic decisions in terms of size and expansion;

- Firm resources and competences;

- Interfirm cooperation;

- The assessment of profitability;

- Financial accounting and statements (introduction).

***READING LIST***

G. Airoldi-G. Brunetti-V. Coda, *Corso di economia aziendale,* Il Mulino, Bologna, 2020, Chapters 1, 2, 3, 4, 5, 6 (up to and including 6.4), 9, 10, 11, 12, 14, 16, 17.

Teaching materials will be provided by the professor and uploaded on the course Blackboard page, including power point presentations, business cases, and exercises.

***TEACHING METHOD***

Lectures, exercises, and discussion of business cases.

***ASSESSMENT METHOD AND CRITERIA***

The assessment is based on a mandatory written exam, which will have a duration of 90 minutes and consist of three parts:

1. Multiple choice questions (maximum score: 14);
2. Sentences to be edited/commented (maximum score: 8);
3. Open-ended questions (maximum score: 10).

The exam aims at assessing the extent to which students have acquired the knowledge of the concepts and analytical tools discussed in class and the ability to apply them. In particular, answers to the open-ended questions will be assessed on the basis of: completeness, in-depth analysis, consistency of the argumentations expressed, effective communication, and (if needed) ability to make connections among topics.

***NOTES AND PREREQUISITES***

Given the introductory nature of the course, no specific prior knowledge is required. Though not mandatory, attendance is strongly encouraged.

***OFFICE HOURS***

Information on office hours are available on the instructor's personal page at <http://docenti.unicatt.it/>.