# General Management and Principles of Accounting

## Prof. Domenico Rocco Cambrea; Prof. Angela Kate Pettinicchio

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

The course is divided into two modules: General Management and Principles of Accounting.

The General Management module introduces the concept of the company, highlighting its main features and the role that it plays in the institutional context in question. There will be a particular focus on analysing the relationships that companies establish with their stakeholders and on the corporate governance models through which they define all their strategies and make management decisions aimed at achieving an important position within the markets to create competitive advantage and value.

The Principles of Accounting module will focus on reading, understanding, and analysing the financial information contained in financial statements for the purpose of assessing company performance. The main budgetary analysis techniques for assessing the liquidity, solvency, efficiency and profitability of enterprises will be addressed.

*By the end of the course, students:*

1. will be familiar with the company as a whole and how it operates in a dynamic context characterised by the presence of global markets
2. will be familiar with the different types of ownership structure and the various models of corporate governance, understanding how to correctly identify the type of corporate governance that best suits each type of company
3. will be able to assess the set of business strategies available to management, as a key tool for determining business value, and the main steps for their definition and implementation
4. will be able to read and interpret the balance sheet of a company and its main documents
5. will be able to apply the main budgetary analysis techniques, with specific reference to budgetary reclassifications and analysis by indices.
6. will be able to assess company performance, with reference to liquidity, solvency, efficiency and profitability.

***COURSE CONTENT***

General Management module (*Prof. Domenico Rocco Cambrea*)

The General Management is divided into the following main sections:

* *An introduction to management*
* *The environment of management*
* *Planning*
* *Organising*
* *Leading*
* *Controlling*

Principles of Accounting module *(Prof. Angela Kate Pettinicchio)*

The objective of this module is to address the basic principles of compiling financial statements and the techniques for reading and analysing financial documents. By the end of the module, students will be able to interpret balance sheet data in order to assess business performance.

Specifically, the module will cover the following topics:

* *Reading and interpreting balance sheet documents: the “Stato Patrimoniale” (balance sheet), the “Conto Economico” (income statement) and the “Rendiconto Finanziario” (statement of accounts)*
* *The basic principles of drafting financial statements*
* *Budgetary analysis: the key aspects*
* *The techniques for reclassifying balance sheets and income statements*
* *The budgetary indices*

A “integrated” approach will be adopted to address these topics, combining frontal lectures, practical classes, mini case studies and analysis of a genuine example from the industry. This mix will allow students to understand how to apply the principles and techniques learned in the classroom to a real budget.

***READING LIST***

For the General Management module, reference will be made to one of the following texts.

* Airoldi, *Principles of management*, EGEA Online, 2020 (ISBN: 9788864074115).
* AMORE M.D., MINICHILLI A. & TARICCO P. (2021), *Management 30060*, McGraw Hill.

For the Principles of Accounting module, the course material will be uploaded onto Blackboard before the beginning of the course.

Additional teaching materials (essays and research contributions) that form an integral part of the exam preparation will be made available on the Blackboard platform.

***TEACHING METHOD***

The course will combine lectures with textual commentary, the presentation and analysis of research and presentations and discussions of case studies and business testimonials. The course also includes a number of projects.

***ASSESSMENT METHOD AND CRITERIA***

The final assessment will be based on the weighted average of the two marks (out of 30) obtained by the student for the General Management Module (60%) and in the Principles of Accounting module (40%) respectively.

For each module, the assessment consists of two parts: a written test (75%) and a group assignment (25%). The written tests will consist of some open questions and/or exercises aimed at assessing the degree of knowledge of the students with regard to the subjects addressed during the course. The aim of the group assignment will, on the other hand, be to apply the knowledge gained in class to actual examples. The mark achieved for this test is valid for the entire academic year.

To pass the exam, students must pass both modules.

Further guidance will be published on Blackboard and communicated in class at the beginning of the course.

***NOTES AND PREREQUISITES***

To be able to attend the General Management and Principles of Accounting course, students require basic knowledge of business administration.

Should the Covid-19 health emergency prevent in-person teaching and/or assessment, ongoing or final, remote alternatives will be put in place via the university Blackboard platform, Microsoft Teams and any other means, details of which will be provided at the beginning of the course, so as to ensure the learning objectives set out in the study plans are fully met whilst safeguarding our students’ health.

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.