# Business Economics and Management

## Prof. Luigi Serio; Prof. Giulio Ferrigno

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

The course aims to:

– Provide a broad knowledge of the theoretical concepts underlying the business management, its relationship with the competitive context, the growth strategies and performance, as well as the structure of the business functions critical for the value production.

– Know the main analytical tools of management practices and approach them for the analysis of practical cases.

– Analyse the main evolutionary trends of the market in terms of companies strengthening and growth in the current competitive scenario.

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

– Define the concepts of business and competitive context, explain the relational mechanisms of business, identify growth strategies and variables that determine company performance, illustrate the business functions related to the *supply chain* management.

– Discuss the strategic business decisions regarding growth and *supply chain* *management* through the analysis of practical cases, expert speeches and examples.

***COURSE CONTENT***

Module I (40 hours)

Definition of the concept of company and company objectives. Analysis of the generic external environment and of the competitive one. Definition of the internal environment through the analysis of resources and skills, and clarification of the competitive advantage. Presentation of the evolutionary growth paths through the analysis of inter-organisational relationships, agreements, alliances and network structures. Definition and key features of the innovation processes and internationalisation of business.

– *Analysis prospects*

Business Theories, Resource based view, Transaction costs economics, Agreements and networks

– *Techniques and analysis tools*

Business definition and analysis tools to support decisions, business model, value and competitive advantage

– *Trends*

Market and Human Capital. Right-shoring and more structured forms of presence abroad. Innovation and digital transformation for new business models.

Module II (20 hours):

Illustration of the business activity structure through the analysis of some critical functions: procurement, production, logistics. Analysis and discussion of the supply chain management from a strategic point of view. In compliance with the indications given by the Conference of Italian University Rectors and the UCSC dispositions to face the current Covid-19 health emergency, the course may be conducted remotely in its entirety through recorded lectures, practical classes, and webinars. The final decision will be taken in September 2020.

***READING LIST***

A. Baroncelli-L. Serio, *Economia e gestione delle imprese,* McGraw-Hill, Milan, 2020, 2nd edition.

R. Crespi, *Operations, supply chain e strategie competitive*, G. Giappichelli Editore, Turin, 2009.

***TEACHING METHOD***

The course includes alternating classroom lectures and online activities.

The teaching aim is twofold: 1. to illustrate the fundamental contents of the modules; 2. provide complementary information and examples.

The online activities include the study of the contents presented in the video lectures, self-assessment tests and further study materials. Classroom activities include the theoretical study of the topics covered and the discussion of business cases or practical exercises, which allow students to reflect on the theoretical contents in a simulated operating context. Speeches from guest managers and/or entrepreneurs may be organized in order to better illustrate some of the measures described in the course.

***ASSESSMENT METHOD AND CRITERIA***

The assessment consists of an oral exam. The questions will aim to assess: 1) if students master the basic concepts of the course and the specific vocabulary of the studied topics; 2) whether and to what extent students are able to apply the concepts learned during the lectures to specific and sectoral business situations by critically using management tools and logics studied in class and by demonstrating to be able to link different contents presented during the course.

In order to obtain a pass mark, students must demonstrate adequate knowledge of basic concepts and the ability to identify the most appropriate tools and logics to address authentic managerial problems.

***NOTES AND PREREQUISITES***

*Background knowledge*

A basic knowledge of the principles of General and Financial Mathematics, Business Economics, Marketing and English Language is required.

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