# Business economics

## Prof. Giacomo Magnani

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

To ensure the student acquires the fundamental principles and typical language of business economics; an analytical capacity that emphasises the interdependent relationships between the system of transactions and the system of values; and a command of the logic underlying accounting reports and the double-entry method. The course will also take a specific look at introductory elements of managing cultural organizations.

Among the intended learning outcomes there are:

– make use of their newly acquired business language skills, which constitute the basis of their future studies;

– understand the main business activities taking place in companies;

– ability to classify business operations and cultural organisations thanks to the theoretical models explained during the course;

– ability to apply the fundamental logic of accountancy;

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

1. gain basic business language skills, which are necessary in order to understand business economics texts and the main business activities taking place in companies, with specific reference to cultural ones;

2. apply the knowledge to classify business operations and businesses according to the theoretical models explained during the course;

3. apply the fundamental logic of accountancy and make adequate analysis and assessments of the results achieved by companies, (with a focus on cultural organisations);

4. use an appropriate technical language to put into practice the knowledge acquired during the course and the assessment;

5. develop learning skills which enable them to approach studying in future, particularly of business economics subjects.

***COURSE CONTENT***

The course is subdivided into five parts, based on the following principal themes:

– basic concepts (institutions, organizations, institutional frameworks, cultural organizations);

– concepts of capital and personal entity;

– premises for the definition of values - initial definitions of income, capital and working capital with the study of options of methods used for computing earnings and in the construction of summary tables;

– strategic and operational management;

– personnel and organisation, with reference to interdependent relationships that connect operational/reporting choices and organisational choices.

All themes indicated will be studied with reference to the different types of organizations and with reference to cultural organizations.

A series of assignments will be dedicated to developing an understanding of the logic underlying accounting reports and the double-entry method.

***READING LIST***

G. Airoldi-G. Brunetti-V. Coda, *Corso di Economia aziendale,* Il Mulino, Bologna, 2005 (only chapters listed on *Blackboard*).

G. Magnani, *Le aziende culturali. Modelli manageriali*, G. Giappichelli, Turin, 2014 (only chapters listed on *Blackboard*).

A. Cerri – M. Daniele, *Appunti di contabilità e bilancio,* Educatt, Milano, 2020

Lecturer’s course notes.

A more detailed reading list will be communicated at the beginning of the course; additional information will be available in the download area of the professor's web page and on the blackboard platform.

***TEACHING METHOD***

The course will be taught through lectures, assignments, seminars, corporate presentations and case studies.

Use of the blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of a written exam which consists of open-ended and close-ended questions and exercises designed to ascertain their knowledge of the logic underlying accounting reports and the double-entry method (applied part) and to assess their knowledge of the other topics mentioned in this Faculty Guide (theoretical part).

In order to pass the written test the student must reach a passing grade in each part of the course content addressed proving to

* be acquainted with and apply the logic underlying accounting reports and the double-entry method. Please note that in order to pass the exam students must not make more than three serious mistakes.
* have at least a basic knowledge of the topics listed in this Faculty Guide (theoretical part).

Students who fail one part of the syllabus will not pass the exam.

*Attending* students may divide the exam in two partial tests (interim and final), the rules on the interim test will be shown on the blackboard.

More detailed information on the exam will be published on the blackboard.

***NOTES AND PREREQUISITES***

The syllabus of the course will be published on Blackboard.

Attendance to lectures is strongly recommended.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment will be carried out following procedures that will be promptly notified to students.

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.