# Economic Policies for Organisations

## Prof. Enrica Baccini; Prof. Matteo Fusco

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

*Course aims*

The course aims to provide students with the key concepts they need to interpret and analyse organisations from the point of view of their economic policies and business model, and then identify the context in which they operate in terms of market – customers, competitors, suppliers – and institutions – local and supralocal governments, associations, etc. Furthermore, it aims to illustrate that organisations are important drivers of social innovation, pursuing complex targets, not just limited to profit. Finally, the course aims to analyse the factors influencing organisations, the models on which they are based, the relations between them, and the ways in which they design and launch products, services, and market solutions.

*Intended learning outcomes*

At the end of the course, students will be able to analyse organisations from the point of view of their context, visually represent and assess their business model, and propose new and concrete scenarios driving economic growth and innovation. Students will learn different methods to activate real entrepreneurial processes within existing organizations and start developing new business projects.

***COURSE CONTENT***

The first part of the course will explore the role played by organisations-companies within different economic systems, the values they choose in the contemporary world, and the ways in which they organise their internal structure and bring their employees together. In particular, it will analyse the impact of digital technology on business models and structures. The course will focus on the operating strategies and objectives of economic organisations as well as the impact of digital technologies on their models and structures. Specific attention will be given to some complex organisations and business ecosystems at for their institutional role influence the environment of reference of companies (i.e. State, large global communication companies, industrial districts). The analysis of economic systems of other countries (i.e. American, Rhine, Chinese capitalism) will be introduced as a key to interpreting the features and results of the companies in their area of reference.

The second part of the course will analyse and explore through practical classes how organisations create value for the market. During a workshop activity, students will take part in exercises and group work that will follow the typical innovation procedures used by company internal teams according to the Business Design approach. Students will be provided with useful methods and tools to enhance their planning skills with the aim to provide them with a tool box to be able to efficiently face challenges and problems in their future working environment.

***READING LIST***

1) R. Daft*, Organizzazione Aziendale*, Apogeo, latest edition, only some chapters (that will be indicated during the course).

2) A. Osterwalder-Y. Pigneur*, Creare modelli di business*, LSWR, latest edition.

3) M. Fusco-M. Spagnolo-C. Pinna, *Business design per le PMI*, LSWR.

4) last but not least: additional reading will be given during the course and published on the Blackboard platform.

***TEACHING METHOD***

Lectures, case history, practical classes, testimonials from companies.

***ASSESSMENT METHOD AND CRITERIA***

There will be two interim tests at the end of each part. The mark to be registered is the average of the marks of the two interim tests. On official exam dates, the exam will cover both parts of the course. The interim test is written. On official exam dates, exam may be written or oral depending on the number of students.

Students will be assessed on the work resulting from the workshop activity that will be provided in the second part of the course and that will increase students’ score up to 3 points. This paper will be evaluated according to the following criteria: completeness of the work, originality of the work, meaningful data and sources, analysis and critical thinking skills, presentation skills, commitment and interaction with the lecturer.

For further details see the specific section on the Blackboard platform.

***NOTES AND PREREQUISITES***

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.