# Business Management

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

The course aims to explore:

1. the origins of the concept of business, the main objectives, the competitive environment, and the different functions related to business activities;

2. the different theories in the field of business management;

3. the different development strategies, with a focus on business innovation and internationalisation;

4. the strategic, tactical, and operational aspects related to supply chain management.

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

* understand the ‘business’ system and its environment;
* use theoretical frameworks to take strategic decisions;
* make an assessment of the different types of business growth;
* carry out a detailed analysis of the factors that have an impact on supply chain management.

***COURSE CONTENT***

Module 1 (40 hours):

Definition of the concept of business and main objectives. Analysis of the competitive and external environment according to the structure-conduct-performance paradigm. Definition of the internal environment through the analysis of the resources, the skills, and the competitive advantage. Presentation of the different growth paths through the analysis of interorganisational relations, agreements, alliances, and network assets. Definition and identification of the most relevant features of business innovation and internationalisation processes.

– *Analytical perspectives*

The Theory of the Firm, Resource based view, Transaction costs economics, Agreements and networks.

– *Analytical techniques and tools*

Definition of business and the analytical tools that can support the decision-making process, business model, competitive value and advantage

– *Trends*

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

Module 2 (20 hours): Illustration of the articulated nature of business activities through the analysis of some critical functions: supplies, production, logistics. Analysis and discussion of supply chain management from a strategic perspective.

– *The different business functions* will be analysed from the point of view of purchasing, production, and physical distribution processes in terms of supply chain management.

***READING LIST***

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

R. Crespi, *Operations, Supply Chain e Strategie competitive*, Giappichelli, 2009.

*A textbook on Operations Management (Module 2), is still being defined.*

Further teaching material will be made available on *Blackboard*.

Students can find additional information on the topics explained in class in the textbooks of reference indicated in the reading list.

***TEACHING METHOD***

The teaching method adopted during the course aims to: 1. illustrate the key concepts of the two modules; 2. provide further clarifications and examples.

In addition, students will have the possiblity to analyse interesting case studies, and therefore reflect upon the theoretical concepts explained in class during the simulation of a specific operational environment. Furthermore, some of the lectures will be held by subject matter experts. The discussion over specific case studies aims to: a) analyse the topics explained in class; b) analyse different strategic alternatives; c) analyse the aspects related to the implementation of business management decisions.

***ASSESSMENT METHOD AND CRITERIA***

Written exam, consisting in multiple-choice and open-ended questions. The assessment method will remain the same for every exam session. There will be no interim test, but only a summative assessment at the end of the whole course. Further information will be made available on Blackboard at the beginning of the course, depending on the number and the composition of classes.

***NOTES AND PREREQUISITES***

*Prerequisites*

Students should have a basic knowledge of the key concepts of Business Economics and Marketing.

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.