# Business Economics and Management

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

The course aims to:

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

– Help students acquire knowledge of the main management analysis tools and the ability to apply them in practical cases.

– Analyse the main market evolution trends from a business strengthening and growth perspective within the present competitive scenario.

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

– Define the concepts of business and competitive environment, explain business relationship mechanisms, identify growth strategies and business performance variables, explain business functions related to supply chain management.

– Discuss business strategic choices concerning growth and supply chain management through the analysis of practical cases, professional presentations and exemplifications.

***COURSE CONTENT***

Module I (30 hours)

Definition of the concept of business and business objectives. Analysis of the general external environment and of the competitive environment. Definition of the internal environment through the analysis of resources and competences and an explanation of competitive advantage. Presentation of growth evolutionary pathways, through the analysis of interorganisational relationships, agreements, alliances and network structures. Definition and key characteristics of innovation processes and of business internationalisation.

– *Analysis perspectives*

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

– *Analysis techniques and tools*

Definition of business and analytical tools for decision making, business model, value and competitive advantage

– *Trends*

Market and Human Capital. Rightshoring and more structured forms of localisation in foreign countries. Innovation and digital transformation for new business models

Module II (30 hours):

Definition and role of Operations Management, from a strategic perspective and its historical evolution in businesses.

Definition and role of the Supply Chain and its integration with other corporate functions and the value chain.

Explanation of the structure of corporate activities through the analysis of some critical functions: procurement, production, distribution.

Information systems for corporate processes and channel integration: structuring of the physical flow of goods, of information flows and services.

An outline of the architecture of information systems: transactional ERP systems, tactical decision support systems and corporate performance management systems and strategic decision support systems.

***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 will alternate between lessons in class and online activities.

The teaching objectives are twofold: 1. to explain the modules’ fundamental content; 2. to provide complementary explanations and exemplifications.

Online activities include the study of content presented in video-lessons, self- assessment tests and in-depth learning material. Classroom activities include the theoretical in-depth analysis of the covered topics and the discussion of business cases or exercises that give students the opportunity to reflect on theoretical content in a simulated operational context. Furthermore, presentations by managers and/or entrepreneurs may be organised in order to provide a better explanation of the operations described in the programme.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed on the basis of an oral exam. They will be asked questions aiming to assess: 1) whether students master the basic concepts of the course and the specific technical lexicon of tackled topics; 2) whether and to what extent students are capable of applying the acquired concepts learnt during lessons to specific corporate and sectoral situations, critically using the management tools and logic that they have studied, and proving that they are capable of linking the different content explained during the course.

In order to pass the exam, students must show that they have acquired an adequate knowledge of the basic concepts and the ability to identify the most appropriate tools and logic in order to tackle a real managerial problem.

***NOTES AND PREREQUISITES***

Knowledge prerequisites

In order to attend the course, students are expected to have a basic knowledge of General and Financial Mathematics, Business Economics, Marketing and the English language.

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