# Business Economics

## Prof. Giacomo Magnani

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

With this course, students can expect to learn the fundamental principles and language of business economics; to develop analytical capacity that favours relationships of interdependence between the system of transactions and the system of values; and to grasp the logic of accounting reports and the double-entry method. The course will also outline characteristics and specific aspects of services companies.

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

1. be familiar with business terminology, and therefore understand literature in business economics, and the most important operations that take place in a company;

2. classify economic operations and businesses using the theoretical models presented in class;

3. use the fundamental logic of accounting records, and form independent judgments concerning the results obtained by companies (especially the cultural ones) through accurate analysis;

4. present their newly acquired knowledge and their evaluations clearly and using appropriate terminology

5. develop their learning skills, so that they can pursue further studies in the economic-business field.

***COURSE CONTENT***

The course is subdivided into five parts corresponding to the following key subjects:

– Basic concepts (institutions, companies, institutional aspects).

– Concepts of capital and personnel.

– Premises for the formation of values - initial definitions of income, equity, and working capital with an in-depth look at the methodological options used in profit/loss calculations and in the construction of financial statement.

– Strategic and operational management.

– Personnel and organisation, with reference to the relationships of interdependence that bind operational and reporting choices and organisational choices.

All of the topics indicated will be analysed with particular reference to services companies.

A series of special assignments will help facilitate an understanding of the logic behind accounting reports and the double-entry method.

***READING LIST***

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

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

E. Zuffada, *Le aziende di servizi,* Giappichelli, Torino, 1996 (only the chapters specified on *Blackboard*).

A detailed reading list will be announced at the start of the course; additional indications 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, company presentations and case studies.

Use of *Blackboard* platform.

***ASSESSMENT METHOD AND CRITERIA***

Written exam, consisting in open and closed-ended questions and exercises aimed to test the knowledge of the logic of accounting records and double-entry bookkeeping (practical skills), as well as the other topics listed in this Guide (theoretical skills).

In order to pass the written exam, students will have to acquire a basic knowledge of each part of the course, and therefore be able to

* understand and make use of the logic of accounting records and double-entry bookkeeping. No more than three serious mistakes will be accepted to get a passing grade.
* know at least the basics of the topics listed in this Guide (theoretical skills).

The students showing a lack of knowledge in one part of the programme will not pass the exam.

Furthermore, students will have the possibility to split the exam into two different tests (an interim test, followed by a final exam). Further information on the interim test will be made available on Blackboard.

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***NOTES AND PREREQUISITES***

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.