Business Management and Economics

Prof. Giacomo Scazzini

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

The course aims to supply the suitable instruments for understanding the processes involved in running and governing businesses.

By the end of the course, students will be able to understand the entrepreneurial and managerial approach to corporate governance and the abilities and skills required for the governance of companies; they will know the various aspects of strategic management and operative management and will be able to assess their critical aspects.

***COURSE CONTENT***

1 *Enterprise and business*

– The enterprise and the stakeholders.

– The governance of the enterprise.

– Business strategies.

– The planning and the control of operations.

2 *The operational management of a company*

– Transactions that characterise a company's activity.

– The conditions for equilibrium of the enterprise.

– Analysis of the capital and earnings of the enterprise.

3 *The different configurations of the capital of an enterprise*

– Working capital.

– Liquidation capital.

– Economic capital.

***READING LIST***

S. Sciarelli, *La Gestione dell’Impresa,* CEDAM, 2020 (all of which is to be studied with the exception of the appendix).

***TEACHING METHOD***

Frontal lectures presenting both theoretical and practical elements will investigate, with analyses and in-depth study, the topics summarised in the syllabus and indicated in the reading list.

***ASSESSMENT METHOD AND CRITERIA***

The exam will be a written test consisting of a variable number of true/false questions (15 questions worth 2 points each or 20 questions worth 1.5 points each) on the entire syllabus, with a maximum penalty of one point per incorrect answer. No points will be deducted for unanswered questions. Upon the achievement of assessments higher than 25/30, the candidate may request an additional interview followed by an overall assessment that will take into account the outcome of the written test and the subsequent oral interview. There will be no interim tests.

***NOTES AND PREREQUISITES***

Students require basic knowledge of business economics.

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.