# General Management and Principles of Accounting

## Prof. Cecilia Langella, Prof. Stefano Villa

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

The course is divided into two modules: General Management and Principles of Accounting.

The General Management module introduces students to the main components of an organization either public institution, private company, or non-profit organization.

There will be a particular focus on analysing the relationships that organizations establish with their stakeholders and on the corporate governance models through which they define all their strategies and make management decisions aimed at achieving an important position within the markets to create competitive advantage and value.

Furthermore, students will be exposed to models and techniques to achieve the so-called strategic fit between the overall strategy and the organization and execution of production processes.

The Principles of Accounting module will focus on reading, understanding, and analysing the financial information contained in financial statements for the purpose of assessing company performance. The main budgetary analysis techniques for assessing the liquidity, solvency, efficiency and profitability of enterprises will be addressed.

*By the end of the course, students:*

1. will be familiar with the company as a whole and how it operates in a dynamic context characterised by the presence of global markets;
2. will be familiar with the different types of ownership structure and the various models of corporate governance, understanding how to correctly identify the type of corporate governance that best suits each type of company;
3. will be able to assess the set of business strategies available to management, as a key tool for determining business value, and the main steps for their definition and implementation;
4. will be able to analyse production processes and assess the internal coherence with the overall organization’s strategy;
5. will be able to read and interpret the Financial Statements of a company;
6. will be familiar with the basic principles of drafting financial statements;
7. will be able to apply the main techniques for reclassifying the Balance Sheet and the Income Statement;
8. will be able to assess company performance, with reference to liquidity, solvency, efficiency, and profitability.

***COURSE CONTENT***

General Management module (*Prof. Stefano Villa*)

The General Management is divided into the following main sections:

* *An introduction to management*
* *The environment of management*
* *Planning*
* *Organising*
* *Leading*
* *Controlling*

Principles of Accounting module *(Prof. Cecilia Langella)*

The objective of this module is to address the basic principles of compiling financial statements and the techniques for reading and analysing financial documents. By the end of the module, students will be able to interpret financial information in order to assess business performance.

Specifically, the module will cover the following topics:

* *Reading and interpreting the Balance Sheet, the Income Statement, and the Cash Flow Statement*
* *The basic principles of drafting financial statements*
* *The techniques for reclassifying the Balance Sheet and the Income Statement*
* *Ratio analysis*

A “integrated” approach will be adopted to address these topics, combining frontal lectures, practical classes, mini case studies and analysis of a genuine example from the industry. This mix will allow students to understand how to apply the principles and techniques learned in the classroom to a real budget.

***READING LIST[[1]](#footnote-2)***

For the General Management module, reference will be made to one of the following texts.

* Airoldi, *Principles of management*, EGEA Online, 2020 (ISBN: 9788864074115).
* AMORE M.D., MINICHILLI A. & TARICCO P. (2021), *Management 30060*, McGraw Hill.[*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/management-9781307708745-700575.html)

For the Principles of Accounting module, the course material will be uploaded onto Blackboard before the beginning of the course.

Additional teaching materials (essays and research contributions) that form an integral part of the exam preparation will be made available on the Blackboard platform.

***TEACHING METHOD***

The course will combine lectures with textual commentary, presentation and analysis of research and presentations and discussions of case studies and business testimonials. The course also includes a number of projects.

***ASSESSMENT METHOD AND CRITERIA***

The final assessment will be based on the weighted average of the two marks (out of 30) obtained by the student for the General Management Module (60%) and in the Principles of Accounting module (40%) respectively.

For each module, the assessment consists of two parts: a written test (75%) and a group assignment (25%). The written test, which consists of some open questions and/or exercises, is aimed at assessing the degree of knowledge of the students with regard to the topics addressed during the course. The group assignment is aimed at applying the knowledge gained in class to actual examples. The mark achieved for this test is valid for the entire academic year.

To pass the exam, students must pass both modules.

Further guidance will be published on Blackboard and communicated in class at the beginning of the course.

***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.

*Office hours*

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1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-2)