# Introduction to Management

## Professor Emanuele Vendramini

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

The course aims at addressing the management of firms, public and no profit organizations. Specifically it will tackle the following points:

* Presenting the complementary roles that different actors (individuals, organizations, institutions) play in modern economic systems.
* Analyzing the key tools needed for the economic analysis of the different organizations’ processes.
* Understanding the logics and the aims of the different managerial tools and techniques.

The intended learning outcomes of the course are the following:

* Know the roles that different actors (individuals, organizations, institutions) play in modern economic systems;
* Know the key concepts of the management of firms and of public and no profit organizations.
* Analyze the main characteristics of a company: its mission, its governance structure, its competitive strategies
* Organizational structure and the company’s culture, the quality of management skills
* Assess the alignment between the strategic choices and the other characteristics of the organization, given the business enviromnen;
* Understand the complexity of decisions taken by managers and be able to select the most appropriate managerial tool.

***COURSE CONTENT***

* Firms, Public Administrations and no profit organizations: roles, interactions and linkages
* The economic activity: organizations, firms, and economic specialization.
* Theories of the firms: stakeholder versus shareholder view.
* Protecting shareholders' interests: corporate governance mechanisms.
* Information for decision analysis
* Strategic cost management
* Organizational structures, mechanisms, and culture.
* Aligning organization and people.
* Strategic analysis: diagnosis, formulation, and implementation.
* Strategy formulation: resources and competences.
* Strategiazing

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

Management edited by Minichilli A. Zollo M Edizioni Il Pellicano

The textbook, the case studies and some optional readings will be available on Blackboard.

***TEACHING METHOD***

The course will be taught through different methods combined: lectures, case studies and discussions. The students are asked to be actively involved

***ASSESSMENT METHOD AND CRITERIA***

The asessment method will be presented in class during the first class and will consist of:

* a mid term written exam based on open question (40% of the final grade);
* a final written exam based on open questions (40% of the final grade);
* individual assignment (20% of the final grade)

Non attending students are exspected to prepare the textbook (Management edited by Minichilli A. Zollo M Edizioni Il Pellicano) that will be available on Blackboard.

***NOTES AND PREREQUISITES***

This course has no specific prerequisites

Information on office hours available on the teacher's personal page at http://docenti.unicatt.it/

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