# 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***

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 assessment 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) (for attending students only).

The final exam is made of open question and the assessment will be focused on the ability of the students to show his/her undestanding and use of the competencies acquired.

Attending students are exspected to prepare the handouts.

Non attending students are exspected to prepare the textbook (Management edited by Minichilli A. Zollo M Edizioni Il Pellicano).

***NOTES AND PREREQUISITES***

As this course is provided in the first semester of the first year, it has no specific prerequisites

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