

## COURSE SYLLABUS

### Business Management - 2

2122-1-E1801M031-T2

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#### Learning objectives

The course provides students with the basic theories and concepts useful to understand the economic activities taking place in business organizations.

It is an introductory course aimed to:

- Clarify the basic concepts and the language of business administration.
- Provide a general framework regarding the structure functioning of business organizations.
- Introduce the methods and techniques of financial and management accounting.
- Develop students' critical capacity of analyzing and interpreting the business phenomena.

#### Contents

- People, needs, economic activities.
- Development and variety of business organizations.
- Economic structure of firms, public administrations, families, non-profit organizations.
- Financial accounting: basic concepts, main documents, techniques of representation and analysis.

- Management accounting and methods of economic analysis.
- Economic environment and managerial choices; markets, sectors, competitive system, strategic choices.
- Organization: concepts and basic theories, organizational design and development.
- Organization: Human resource management.
- Business combinations.

## **Detailed program**

### **Prerequisites**

None

### **Teaching methods**

The course consists of theoretic lectures, discussions of relevant case studies, applications or exercises aimed to foster the learning process.

### **Assessment methods**

Written exam (detailed instruction provided during the course).

### **Textbooks and Reading Materials**

G. AIROLDI, G. BRUNETTI, V. CODA, Corso di Economia Aziendale, Bologna, il Mulino, 2005.

Materials posted on eLearning.

### **Semester**

First semester

### **Teaching language**

Italian

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