UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Management - 2

2122-1-E1801M031-T2

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 theoric 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