UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Economics - 1

2122-1-E3301M097-T1

Learning objectives

The course aims to provide students with the basic skills of economic-business science through the deepening of the company phenomenon in the systemic vision and accounting systems, reporting and programming and control. Students must acquire and deepen basic skills regarding managerial and business management tools through the study and observation of the ways in which companies operate.

The course offers students both conceptual frameworks and examples to identifying, analyzing and understanding the key structural elements of the firm. Students are asked to actively participate in the learning process. The students should gain the necessary knowledge to investigate the business context by analyzing case studies and conducting exercises and self-assessment test.

Contents

The Business Administration Course (9CFU) analyzes the theories of the company, assesses the methods of business management, studies business combinations, the accounting system and the preparation of the financial statements, the administration and control function, the organizational structures, the corporate governance , business strategy and company policies, the Sustainable Development Goals (SDGs) and the business context.

Detailed program

THE FIRM AND ITS BUSINESS ACTIVITIES

1.1 The concept of firm and of institute

1.2 The firm structure of the company and its operation

1. 3 Publicly composed companies and non-profit companies: functions and roles in the creation of social value

2-BUSINESS COMBINATIONS

2.1 Business operations

2.2 The aggregations of operations: processes, activities and functions

2.3 Type of business operations

2.4 Type of value generating activities

3-VALUES, DISCLOSURE AND INFORMATION

3.1 The financial statements: information purposes

3.2 Operations and measurement of values

3.3 Determination of values and fiscal period

3.4 Determination of income and capital: principles of transparency, competence and accountability

3.5 Statutory income and tax income (reading only for the tax income)

3.6 Analysis of the financial statement and balance sheet: indices and margins

4-THE PLANNING, PROGRAMMING AND CONTROL SYSTEM
4.1 The function of the planning, programming and control system

5- HUMAN RESOURCES AND ORGANIZATIONAL STRUCTURE
5.1 The company organization
5.2 Organizational structures
5.3 Management of human resources

6- THE ECONOMIC GOVERNANCE OF PRODUCTION COMPANIES

7- BUSINESS STRATEGY AND POLICY
7.1 Strategic analysis: aims and contents
7.2 Strategic analysis in the company-environment relations system

8. Sustainable Development Goals (SDGs) and the UN Agenda 2030

8.1. What are the Sustainable Development Goals (SDGs)?

8.2. The role of the firm into the UN Agenda 2030

8.3. The main relevant SDGs in the business context.

8.4. SDGs reporting examples. Case studies analysis.

Prerequisites

No requirement

Teaching methods

Sessions of frontal teaching, discussion of case studies and carrying out written exercises. Participation and discussion in the classroom on current issues will be stimulated. Some seminars will be organized with practitioners.

During the Covid-19 emergency period, lessons will take place in a mixed mode: partial attendance and asynchronous / synchronous videotaped lessons. Most of the lessons will be conducted synchronously respecting the timetable of the lessons, as far as possible.

Assessment methods

During the course two intermediate tests will be carried out by written tests. The first intermediate test will cover only a first part of the program. Those who pass the first test will have access to the second written test. Students who pass the two written tests will have direct access to the oral exam which will cover the overall program. Those who do not pass the intermediate tests, decide not to support them or do not accept the grade obtained will be able to take the exam in traditional ways.

The written exam consists of a test consisting of 6 multiple choice questions (score 0, if wrong or missing, score 1, if correct), two numerical exercises (score 0-8) and two open questions (score from 0 to 4). To pass the written exam it is necessary to obtain an overall mark of 18. After passing the written test the student will be able to access the oral exam on the overall program. For those who score 18 or more they can validate the written grade without having to take the oral exam.

The multiple choice questions are useful to check the systematic knowledge of the course contents, the numerical exercise is aimed at ascertaining the student's ability to use data taken from practical cases while the open questions are useful for checking the student's autonomous ability to rework concepts on specific topics.

During the Covid-19 emergency period, oral exams will only be online. They will be carried out using the WebEx platform and on the e-learning page of the course there will be a public link for access to the examination of possible virtual attendees.

Textbooks and Reading Materials

Alberto Nobolo (a cura di) “Economia aziendale”, Pearson edizioni, 2017, second edition

Silvio Bianchi Martini, Antonio Corvino, Elisabetta Rocchiccioli, Governare strategicamente l’azienda. Una mappa per orientare l’analisi. Giappichelli Editore, Torino, 2019.

Semester

First semester

Teaching language

Italian language