UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Administration (blended)

2122-1-E1501N086

Learning objectives

To share with the students the basic concepts which will help them **understand the basis of all economic relationships** which will interest them - even personally - in their **daily life**.

To provide basic skills aimed at understanding how companies – in particular those active in the **tourism industry** - operate and how they are managed. Lessons will include presentations and case discussions.

To transmit basic concepts and language needed in order to perform an **economic analysis of companies**. To provide a unified view of how companies function. To present the basic concepts of **income, capital, and cash flow**, together with the basic tools used to analyze companies' financial statements.

To highlight companies' **strategic and organizational dynamics**, using in particular the **entrepreneurial formula** model, which will be applied to service companies and tourism agencies.

Contents

The course aims at **understanding the functioning and dynamics of a firm** through the analysis of its main dimensions (institutional, organizational, and managerial) and of the processes leading to the drafting of the financial statements.

Detailed program

The first part provides students with the basic elements needed to understand companies in their different forms. The model which is proposed - valid for all different types of institutions - allows students to analyze the founding economic processes and to fully understand firms' relationship with their environment. We stress companies' role in their social context, recognizing their pivotal role of the decision-making centers, capable of promoting innovation processes and of contributing to social development.

In the second part we focus on business operations and on how they impact on company results, in terms of profitability, capital investment, and finance. Understanding these relationships is key in order to understand the consequences of any choice. The starting point is represented by the concept of "economic and financial sustainability", followed by the presentation of the basic concepts of accounting and of the main tools needed for understanding financial statements. Analyses undertaken refer to a few financial statements of companies active in the tourism sector

The second part addresses and applies the entrepreneurial formula model - contextualized to the tourism sector - to explaining the relationship between companies and the socio-economic environment. We focus in particular on strategy formulation and formation, on management of competitive dynamics, as well as on corporate organization. For each of these areas we shall tackle major decisions, their implementation and expected results.

Prerequisites

Interest for the world which exists around us.

Fairly good skills in learning, writing and speaking, together with a general knowledge of economic processes.

Teaching methods

Lectures and blended learning, discussion of case studies and exercises.

Lessons in the Covid-19 emergency period:

- The lessons will take place remotely with video recordings and live events with webex

Assessment methods

- Assignments and exercises on the blended course page,

- Final written exam in the computer laboratory, consisting of:

- 3 open questions,

- 20 closed questions on the theory part,

- 24 closed questions on the financial statements and accounting part,

Duration of the exam: 1h 15 minutes

Exam method chosen for the Covid emergency:

Written exam, carried out remotely with the Moodle Computerized Exams platform and uses a control system called “e-Proctoring” (Respondus) to monitor the behavior of each student.

After the exam, the Professor will be able to access the report produced by the e-Proctoring system, to check the behavior of the students during the written test.

Textbooks and Reading Materials

- G. Airoldi , G. Brunetti, V. Coda; Corso di economia aziendale , Il Mulino, Bologna 2005

- F. Corno, G. Lombardi Stocchetti; Contabilità Generale – La composizione del bilancio d’esercizio – con l’eserciziario del manuale on line, Guerini Scientifica, 2012;

- Integrative documentation provided by the Professor.

For foreign students, it is possible to take the exam in English