UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Economics - 1

2122-1-E1802M031-T1

Learning objectives

The course aims to transfer the knowledge developed by the business economics field. The field studies several aspects of the firm's dynamic to understand how firms can meet the needs of the stakeholders: customers, employees, suppliers and shareholders. Particularly, the shareholders' need is very relevant because if it is not met, firms cannot survive. Actually, if a firm does not generate profit, it erodes the wealth by which the shareholders founded the firm: the shareholders' original provision of resources. Then, the organizational organism is destroyed and leaves all the shareholders unsatisfied. Students will learn the main theories and concepts that explain how firms can meet the stakeholders' needs and, particularly, students will learn how firms can generate profit. At the same time students will get some tools which the management uses to lead firms towards the firms' targets.

Contents

According to the tradition of the Italian business economics, we have three subfields: accounting, 'management', and organization. The first discipline, which business economics stems from, studies how to record the financial effects of the operations (for instance, acquisition of material or products selling). First of all, the accounting records show if the firm generates wealth (profit) or not (losses). Then, the accounting aims to verify if the firm gets the financial equilibrium: It can pay the debts by the liquidity coming from the cash incoming. If the firm does not get the financial equilibrium, the firm's life is put at risk. Actually, if the company could not pay its debts, suppliers might interrupt the supply of material and services. Then, they might quit the production and selling which generate wealth. 'Management' analyses the operations: buying, production, selling and so on. The analysis helps to understand how to improve the operations and, then, make the operations more efficient. The improvement increases the difference between the revenues and the costs. This difference corresponds to the profit. The organization treats the human resource management to understand: the roles to assign, how to coordinate them, and how to motivate the employees. The human resource management drives the effectiveness of the operations.

Detailed program

The course will focus on the following themes:

- the accounting records of the firm's activities (Cavalieri, Franceschi, 2005, pages 193-203; Cerbioni, Cinquini, Sostero, 2019, pages 59-80; Dispense)

- capital, profit, and their representation in the balance sheet, the connections between the accounting system and the balance sheet, the accountability (Doni in Nobolo - a cura di - 2017, pages 101-133)

- the liquidity analysis and the financial statement (OIC, 2016, pages 16-20)

- from figures to firm's dynamic: balance sheet analysis (Caramiello, Di Lazzaro, Fiori, 2003, pages 23-226, 257-413)

- the tools of the cost accounting (Cinquini, 1997, pages 51-152; Giannetti, Marelli, pages 65-66, 85-87, 152-153, 162-164; Saita, 2006, pages 219-226)

- the activities and their representation through the circuits (Cavalieri, Franceschi, 2005, pages 126, 143, 160, 164, 166, 169)

- strategic planning/strategic management, corporate governance, operational planning and responsibility centers (Ansoff, Kipley, Helm-Stevens, Ansoff, 2019, pages 11-15 ; Mintzberg, 1987, pages 11-24; Porter, 1979, pages 137-145; Nobolo - a cura di - 2017, pages 302-306; Cerbioni, 2000, pages 21-39)

- the theories on the organization and the organizational structures (Saita, 2006, pages 227-249)

- the business economics field, the theory of the firm and the firm's objective/function (Franceschi, 2010, pages 11-28, 103-116; Cavalieri, Franceschi, 2005, pages 45-55)

- the groups running the firm's activities (Saita, 2006, pages 30-33)

Prerequisites

No requirements for this course

Teaching methods

The course will be taught through frontal lectures

Assessment methods

Midterm exams do not take place for this course.

The exam is a written test, but the students or the teachers can ask for an oral exam after the written one.

The exams evaluate:

1) The knowledge about the business economics' topics

2) The ability to analyse and to discuss the phenomena from the business economics perspective which students need to assimilate properly

3) The familiarity by which students use the tools invented by the business economics' field.

The written exam can include:

1) Small essays to evaluate the deepness of the knowledge, and the ability to use the business economics' perspective

2) Exercises to evaluate the ability of using business economics' tools

3) Multiple-choice questions to evaluate how much wide the student's knowledge is.

The oral exam is a talk. Both the written exam and the oral exam will cover the topics discussed over the classes or in the textbooks.

Teachers leverage some criteria to judge students' knowledge. They will examine:

1) To which extent the students' knowledge covers the Business Economics' field

2) How much the knowledge is deep

3) How much students are mature in using the business economics' perspective and the business economics' tools.

Textbooks and Reading Materials

To take the exam you need to study the following texts but you need to focus just on the pages you find here.

Ansoff H. I., Kipley D, Helm-Stevens A.O. L. R., Ansoff R., Implanting Strategic Management, Palgrave Macmillan, 2019, pp. 11-15 (electronic resource of Bicocca's library)

Caramiello C., Di Lazzaro F., Fiori G., Indici di bilancio, Giuffrè, Milano, 2003, pages 23-226, 257-413 (Giuffrè paper edition)

Cavalieri E., Ferraris Franceschi R., Economia aziendale. Volume 1. Attività aziendale e processi produttivi,

Giappichelli, Torino, 2005 (or later editions), pages 193-203, 126, 143, 160, 164, 166, 169, 45-55 (collected in Estratti per lo studio dell'Economia Aziendale, Giappichelli, Torino, 2021, e-book edition)

Cerbioni F., Il budget nel sistema di controllo di gestione, Volume primo, L'impiego del budget in contesti dinamici, Giappichelli, Torino, 2000, pages 21-39 (collected in Estratti per lo studio dell'Economia Aziendale, Giappichelli, Torino, 2021, e-book edition)

Cerbioni F., Cinquini L., Sostero U., Contabilità e bilancio, McGraw-Hill Education, 2019, pages 59-80 (electronic resource of Bicocca's library)

Cinquini L., Strumenti per l'analisi dei costi, Giappichelli, 1997 (or later editions), pages 51-152 (collected in Estratti per lo studio dell'Economia Aziendale, Giappichelli, Torino, 2021, e-book edition)

Franeschi R., Il percorso scientifico dell'economia aziendale, Giappichelli, Torino, 2010, pages 11-28, 103-116 (collected in Estratti per lo studio dell'Economia Aziendale, Giappichelli, Torino, 2021, e-book edition)

Giannetti R., Marelli A., Analisi e contabilità dei costi: esercizi e casi, Giappichelli, 2000, pages 65-66, 85-87, 152-153, 162-164 (collected in Estratti per lo studio dell'Economia Aziendale, Giappichelli, Torino, 2021, e-book edition)

Mintzberg H., The Strategy Concept I: Five Ps For Strategy, California Management Review, Vol. 30, No. 1, pages 11-24 (electronic resource of the Bicocca's library)

Porter M., How competitive forces shape strategy, Harvard Business Review, Mar/Apr79, Vol. 57 Issue 2, pages 137-145 (electronic resource of the Bicocca's library)

Nobolo A. (a cura di), Economia Aziendale, seconda edizione, Pearson, Milano-Torino, 2017, pages 302-306, 101-133 (paper resource of the Bicocca's library)

Organismo Italiano di Contabilità, Rendiconto Finanziario, OIC 10, 2016, pages 16-20 (available on the web)

Saita M., I fondamentali dell'economia e strategia aziendale, Giuffrè, Milano, 2006 (or later editions), pages 219-226, 227-249, 30-33 (paper resource of the Bicocca's library)

If you want to know more on issues you are more interested in, you can read:

Airoldi G., Brunetti G., Coda V., Corso di economia aziendale, il Mulino, Bologna, 2005

Bertini U., Il sistema d'azienda. Schema di analisi, Giappichelli, Torino, 1990

Borgonovi E., Principi e sistemi aziendali per le amministrazioni pubbliche, Egea, Milano, 2005

Coronella S., Ragioneria Generale, La logica e le tecniche delle scritture, Franco Angeli, Milano, 2020

Coronella S., Monda C., Ragioneria Generale, casi, applicazioni e quesiti, Franco Angeli, Milano, 2019

Gonnella E., Bernini F., Dell'Omodarme R., Facchini F., Esercitazioni di contabilità e bilancio, Giappichelli, Torino,

2019

Marchi L. (a cura di), Introduzione all’economia aziendale, Giappichelli, Torino, 2018

Orlandini P. (a cura di), L’economia aziendale oggi, Giappichelli, Torino, 2016

Pitzalis A., Tenucci A., Strumenti per l'analisi dei costi, Esercizi e Casi di Cost Accounting, Giappichelli, Torino, 2007

Semester

First term

Teaching language

Italian