UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Economics - 2

2122-1-E1802M031-T2

Learning objectives

The course aims to convey the fundamentals of business administration and to motivate those who approach the business world to a more in-depth research of the essential concepts. At the end of the course, the student must demonstrate that he has acquired the fundamental principles and the typical language of the business administration, as well as the ability to analyze and interpret the corporate phenomena and data and finally their critical reading in a formulation and argumentation aim of independent judgments on the economic environment, on the government, on management, on the organization, on the accounting and planning and control system, on the corporate strategy and on the business groups.

Being business administration the science of economic administration of companies, the student should be able to understand the conditions of existence and life manifestations of companies.

Contents

The course focuses on the study of issues related to the business administration: firm and environment (framework), corporate governance, corporate management, corporate organization, corporate informative system, accounting system, programming and control system, corporate strategy, corporate groups, corporate social responsibility.

Detailed program

Introduction

Science - theory of goods and needs - role - decision theories

1) Firm and environment (framework) (chapter 1)

1.1. The economic-business doctrine

1.2. The evolution of the concept of company as an economic-social system

1.3. The concept of value

1.4. The environment system

1.5. Company-environment relationships

1.6. Legal entity and economic entity

1.7. The classification of companies

1.8. Systemic analysis of the company

1.9. Analysis for business functions or value generating activities

2) Corporate governance (chapter 2)

2.1. Definitory aspects

2.2. Evolutionary profiles of Corporate Governance

2.3. The various analytical approaches of Corporate Governance

2.4. The theme of governance in the Italian legal system

3) Corporate management (chapter 3)

3.1. Business management: theoretical premises

3.2. The four operations of management

3.3. The first management operation: financing

3.3.1. The financing operation: in-depth analysis

3.3.2. Venture capital in joint-stock companies: the provision of money

3.3.3. Risk capital in joint-stock companies: the contribution in kind

3.3.4. Increases and reductions in share capital

3.3.5. Mortgages and bond loans

3.4. The second management operation: the investment

3.4.1. Investment in multi-year factors

3.4.2. Investment in operating factors

3.5. The third management operation: transformation

3.6. The fourth management operation: disinvestment

4) Corporate organization (chapter 4)

4.1. The concept of organization

4.2. Organizational variables

4.3. Organizational models

4.4. Organizational structures

4.4.1. The elementary organizational structure

4.4.2. The functional organizational structure

4.4.3. The divisional organizational structure

4.4.4. The matrix organizational structure

4.4.5. The organizational structure for processes

4.5. The management of human resources

4.5.1. Staff administration

4.6. The evaluation of the labor factor and the remuneration policy

4.6.1. The evaluation of the position

4.6.2. Evaluation of skills

4.6.3. Performance evaluation

4.6.4. Mixed systems for analysis and dynamic evaluation

4.7. The company's remuneration policy

4.7.1. The retributive forms

4.7.1.1. Basic salary institutions and additional remuneration institutions

4.7.1.2. The other salary institutions and non-monetary components

4.8. The cost of the human resource

4.8.1. Salary and non-remuneration costs

4.8.2. Fixed and variable costs

8.3. Direct and indirect costs

4.8.4. The costs for decisions and control

4.8.5. The costs of absenteeism and turnover

5) Corporate informative system (chapter 5)

5.1. The company information system

5.2. System features

5.3. Detection systems

6) Accounting system (chapter 6)

6.1. Introduction to accounting records

6.2. The functioning of the accounts

6.3. The structure of the chart of accounts

6.4. Accounting entries and mandatory books

6.5. The closing writings

6.5.1. The physical inventory of warehouse

6.5.2. The settling scripts

6.5.2.1. The completion scripts

6.5.2.2. The integration scripts

6.5.2.3. The rectification writings

6.5.2.4. Depreciation records

6.6. The financial statements

6.6.1. The principles of drafting

6.6.2. The Balance Sheet

6.6.3. The financial statement

6.6.4. The Income Statement

6.6.4.1. The requirements of the operating income

6.6.4.2. The value of production

6.6.4.3. Production costs

6.6.4.4. Charges and income

6.6.4.5. Value adjustments to financial assets and liabilities

6.6.5. Other operating results

6.6.5.1. The added value

6.6.5.2. Cooperative income

6.6.5.3. Gross operating margin

6.7. Analysis

7.1. The composition indexes

6.7.1.1. The indices relating to uses

6.7.1.2. The indices related to the sources

6.7.2. Structural correlation indices

6.7.2.1. Structure margin

6.7.2.2. Treasury margin

6.7.3. Profitability indices

6.7.3.1. Return on equity (ROE)

6.7.3.2. Return on Investment (ROI)

7) Programming and control system (chapter 7)

7.1. The concept of planning

7.2. The planning process

7.3. The development of the planning process

7.4. The management control system

7.5. Relations between planning and management control

7.6. Critical factors, critical management areas, key variables

7.7. The components of the control system

7.7.1. The organizational structure

7.7.1.1. Classification of responsibility centers

7.7.1.2. Construction of cost centers

7.8. The technical-accounting structure of the control system and the relations with the information system

7.8.1. The constituent elements of the technical-accounting structure of the control system

7.8.2. The process

7.8.3. Costing

7.8.3.1. Costs

7.8.3.2. The classification of costs

7.8.3.3. Types of cost centers

7.8.3.4. Determination of breakeven point (Break Even Point)

7.8.3.5. Standard costs

7.9. The budget

7.10. Reporting

8) Corporate strategy (chapter 8)

8.1. The strategy

8.1.1. Various concepts of strategy

8.2. The underlying strategic orientation

8.2.1. The field of activity

8.2.2. The temporal horizon

8.3. Corporate strategy

8.3.1. Portfolio strategies

8.4. Competitive strategy

9) Corporate groups (chapter 9) and QUICK REFERENCE to the consolidated financial statements

9.1. Introduction

9.2. The groups of companies: legal aspects

9.3. The Economic and Strategic Reasons at the base of the groups of companies

9.4. The groups of companies: economic-business aspects

9.5. The formal architectures of the groups of companies

9.6. The formation of groups of companies

9.7. The main types of groups of companies

9.8. Synthesis considerations

In-depth analysis - Corporate social responsibility (CSR)

Prerequisites

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Teaching methods

Frontal lessons

During the Covid-19 emergency period, lessons will take place in a mixed mode: partial attendance and asynchronous / synchronous videotaped lessons.

Assessment methods

Written exam on the whole program (duration 1 hour):

- 20 multiple choice questions (1 point for correct answer, 0 points for incorrect answer)

- 2 exercises (5 points for correct exercise, 0-4 points for incorrect or partially correct exercise).

Oral exam on the whole program (only in case of passing the written test with a score equal to or higher than 18/30):

- Open questions in which the student's ability to argue is tested (vote awarded up to 30/30 with honors).
Final mark: average between written test score and oral exam mark.

There are no intermediate tests.

Textbooks and Reading Materials

L'economia aziendale oggi - (a cura di) Paola Orlandini. Giappichelli Editore – Torino

L'economia aziendale oggi, **eserciziario** - Stefano Amelio. Giappichelli Editore - Torino