UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Economics - 1

2223-1-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
(please follow this sequence while you are studying) :

- the activities and their representation through the circuits (AA.VV. - Materiali per lo studio dell’economia aziendale, Giappichelli, 2022, pp. 13-18)
- the accounting records of the firm’s activities (AA.VV. - Materiali per lo studio dell’economia aziendale, Giappichelli, 2022, pp. 2-12; Notes)
- capital, profit, and their representation in the balance sheet, the connections between the accounting system and the balance sheet, the accountability, cash variation, from figures to firm’s dynamic, balance sheet analysis (2424 and 2425 codice civile; Notes; Caramiello C., Di Lazzaro F., Fiori G., Indici di bilancio, Giuffrè, Milano, 2003, pp. 23-226, 257-413)
- the tools of the cost accounting (AA.VV. - Materiali per lo studio dell’economia aziendale, Giappichelli, 2022, pp. 50-150, 194-204)
- the organizational structures (Saita M., I fondamentali dell'economia e strategia aziendale, Giuffrè, Milano, 2006, pp. 241-246)
- strategic planning, operational planning and responsibility centers (Mintzberg H., The Strategy Concept I: Five Ps For Strategy, California Management Review, Vol. 30, No. 1, pp. 11-24; AA.VV. - Materiali per lo studio dell’economia aziendale, Giappichelli, 2022, pp. 30-49)
- the business economics field, the theory of the firm and the firm’s objective/function (AA.VV. - Materiali per lo studio dell’economia aziendale, Giappichelli, 2022, pp. 19-29, 151-193)

Prerequisites

No requirements for this course

Teaching methods

The course will be taught through frontal lectures

Assessment methods

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.

The written exam is made by:

1. two small essays (four points for each)
2. three accounting exercises (three points for each)
3. two questions with narrative answers (four points for one of them and three points for the other one)
4. two exercises on important measurements for business economics (three points for one of them and two points for the other one)
5. two multiple choice questions (one point for each)

You can take a midterm exam and a final exam. Those exams correspond to parts of the written exam. The midterm exam is made by:

1. two small essays (four points for each)
2. three accounting exercises (three points for each)
3. two questions with narrative answers (four points for one of them and three points for the other one)

The final exam is made by:

1. two exercises on important measurements for business economics (three points for one of them and two points for the other one)
2. two multiple choice questions (one point for each)

To get access to the final exam you need to get a midterm exam score higher than 9. The sum of the points that you get from the two exams is your final score.

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.

Please use classes and slides to identify the key points.

Caramiello C., Di Lazzaro F., Fiori G., Indici di bilancio, Giuffrè, Milano, 2003, pp. 23-226, 257-413 (edizione Giuffrè formato cartaceo)

AA.VV. - Materiali per lo studio dell'economia aziendale, Giappichelli, 2022 (include Cavalieri, Cerbioni, Cinquini Franceschi, Giannetti e Marelli)

Saita M., I fondamentali dell'economia e strategia aziendale, Giuffrè, Milano, 2006, pp. pp. 241-246 (disponibile in formato cartaceo in biblioteca)

Mintzberg H., The Strategy Concept I: Five Ps For Strategy, California Management Review, Vol. 30, No. 1, pp. 11-24 (https://unimib.on.worldcat.org/discovery)

Notes (posted on the e-leargning webpage)

Other textbooks to deepen your study:

Airoldi G., Brunetti G., Coda V., Corso di economia aziendale, il Mulino, Bologna, 2005
Ansoff H. I., Kipley D, Helm-Stevens A.O. L. R., Ansoff R., Implanting Strategic Management, Palgrave Macmillan, 2019

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
Nobolo A. (a cura di), Economia Aziendale, seconda edizione, Pearson, Milano-Torino, 2017

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

Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH