

# UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

### **COURSE SYLLABUS**

## **Business Management - 2**

2425-1-E1801M031-T2

#### Learning objectives

The course provides students with the basic theories and concepts necessary to understand the economic activities taking place in business organizations.

It is an introductory course aimed to:

- Clarify the basic concepts and the language of business administration
- Provide a general framework regarding the structure functioning of business organizations
- Introduce the basic methods and techniques of financial and management accounting
- Develop students' critical capacity of analyzing and interpreting the business phenomena

#### **Contents**

- People, needs, economic activities
- Development and variety of business organizations
- Economic structure of firms, public administrations, families, non-profit organizations
- Financial accounting: basic concepts and techniques of representing financial performance, main documents (structure and interpretation), introduction to financial statements analysis
- Management accounting: basic concepts and techniques of economic representation
- Economic environment and managerial choices; markets, sectors, competitive system, strategic choices
- Organization: concepts and basic theories, organizational design and development, principles of human resource management

Business combinations
Detailed program
(the course is taught in Italian; therefore, a detailed program is provided only in the official teaching language)
Prerequisites
none (except for command of the Italian language, arithmetics and basic algebra)
Teaching methods
The course consists of theoretical lectures, discussions of relevant case studies, applications or exercises aimed at fostering the learning process.
Assessment methods
Written exam (detailed instructions provided during the course)
Textbooks and Reading Materials
Textbook: G. AIROLDI, G. BRUNETTI, V. CODA, Corso di Economia Aziendale, Bologna, il Mulino, 2020.
Teaching materials: available on e-Learning (mandatory, unless differently specified).
Semester
First semester
Teaching language
Italian

## **Sustainable Development Goals**

RESPONSIBLE CONSUMPTION AND PRODUCTION