UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Administration

2526-1-E1805M001

Learning objectives

"Knowledge and Understanding"
Students acquire knowledge about how organizations operate—whether private or public, for-profit or non-profit. The course integrates conceptual models with real-world cases, both national and international, along with videos and testimonials that enrich applied learning.

"Applying Knowledge and Understanding"
Students work in groups on practical projects, such as developing the competitive formula of a new enterprise, through data collection and interviews. The course builds strategic and analytical skills, encouraging critical analysis of existing solutions within real business contexts.

"Autonomy of Judgement"
By examining real cases, students cultivate critical thinking about strategic options. In-class discussions, project feedback, and simulations help develop the ability to independently assess business problems and management decisions.

"Communication Skills"
Students deliver oral presentations of group projects, refining their ability to communicate clearly, concisely, and effectively. Interactive lectures and case discussions promote active participation and exchange.

"Learning Skills"
The course includes self-directed activities such as readings, case analyses, and field projects, fostering learning through feedback, multimedia resources, and hands-on experience in real organizational settings.

Contents

The course focuses on the themes of company structure, guiding principles for economic action, behaviour of

actors inside the company, and environmental context for the enterprise.

Detailed program

1. Motive and institutions
2. Activities, resources and competencies
3. Affordability
4. Business operating formula
5. Governance Choices
6. Corporate choices and the common good

Prerequisites

None.

Teaching methods

The course consists of 56 hours, of which 18 will be delivered by delivery teaching (lectures, with the use of slides, audio and video) and the rest by interactive teaching (tutorials, group work, discussion of case studies and project work).
8 2-hour lectures e 1 4-hour lecture will be delivered in presence, while the rest will be delivered remotly.

Assessment methods

Final written exam with open and closed questions (true/false, multiple choices) aimed at assessing the learning of the topics covered during the course.

Textbooks and Reading Materials

V. Coda, M. Minoja, C. Parolini, “Economia Aziendale e Management", Pearson, 2023

Sustainable Development Goals

QUALITY EDUCATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE