

UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Administration 1: Business Administration and Accounting - 2

2526-1-E3305M002-T2

Learning objectives

1 - Knowledge and Understanding

- Provide solid foundational knowledge of the general principles of business operation and management across different types of enterprises and sectoral contexts.
- Understand the unity of business phenomena (management, organisation, accounting) and their relationships with stakeholders.

2 - Applying Knowledge and Understanding

- Apply fundamental concepts and principles of business economics (e.g., economic representation models, accounting systems) to real-world contexts and case studies.
- Utilise the financial statement model and planning and control tools.

3 - Making Judgements

- Analyse and critically interpret business dynamics (institutional structure, economic combinations, strategy) to formulate well?founded evaluations.
- Develop independent judgement on governance choices, sustainability, and corporate social responsibility.

4 - Communication Skills

• Argue the main topics of business economics with clarity and rigour, both in written form (reports, exercises, e?tivities) and orally (discussions, guest presentations).

5 - Learning Skills

• Cultivate autonomous learning through the study of textbooks, business cases, and e?learning activities,

staying informed on the SDGs, democracy, and global challenges (climate change, social responsibility).

By the end of the course, the student will be able to:

1 - Knowledge and Understanding

- Define the key concepts of business economics: individuals, economic activity, company structure, and assets.
- Illustrate their general principles and the systemic approach to business management.

2 - Applying Knowledge and Understanding

- Employ economic models and operational systems to analyse business performance.
- Prepare a basic financial statement and use planning and control tools.

3 - Making Judgements

- Evaluate choices regarding institutional structure, strategic positioning, and corporate social responsibility.
- Formulate operational proposals based on business data and best practices.

4 - Communication Skills

- Present analyses of business cases and exercise results clearly and systematically.
- · Actively participate in class discussions and guest presentations, expressing coherent arguments.

5 - Learning Skills

- Complete e?learning activities autonomously by researching sources and business cases.
- Reflect on one's own study methods and keep up to date with the SDGs and corporate sustainability topics.

Contents

- People, economic activity, and Business Administration
- Institutions, companies, and economic combinations
- The structure of the company
- Economic viability: representation models and analysis
- · Strategy and Business Policy
- · Accounting, organisational, and management systems
- Choices regarding institutional structure and strategic positioning
- Business Administration and the SDGs: between sustainability and democracy

Detailed program

- Business Administration: subject matter and general principles
- Economic specialisation
- Business entities and institutional objectives
- The systemic approach to Business Administration
- The company as a social system
- · Company/environment relationships and economic relations between companies
- · Company structure
- Institutional structure
- Economic combinations and technical configuration
- Personnel structure and organisational configuration
- Assets (patrimony)
- Exchange, markets, sectors
- Economic viability
- Organisation
- Principles for designing organisational configurations: organisational structure and operational systems
- Management
- Product–service / market / technology combinations and strategic business areas
- The system of company values
- The financial statement model
- · Planning, programming, and control systems
- Business strategy
- · Internationalisation and globalisation
- Corporate social responsibility
- Leadership and management
- Business Economics and social challenges: SDGs, Democracy, and Climate Change

Prerequisites

A keen onterest in the economic, social, and political context in which companies and organisations operate; motivation to engage in participatory learning.

Teaching methods

- Frontal lectures (approx. 70%, 51 hours): traditional classroom teaching with slides, audio, and video materials.
- Interactive learning (approx. 30%, 21 hours): individual and group exercises.
- Guest lectures and company visits to complement theory with real-world examples (subject to availability).

Assessment methods

• Attending students: written exam (multiple-choice questions; open-ended questions in the form of short

essays)

• **Non-attending students**: written exam (multiple-choice questions; open-ended questions in the form of short essays)

Textbooks and Reading Materials

- **Brusa, L. (eds.) (2013). ** Lezioni di Economia Aziendale, Giappichelli, Torino, 2013
- Teaching materials (slide, casi) on Moodle.

Other suggested text:

• Coda, V., Minoja, M., Parolini, C. (2023). Economia aziendale e Management, Pearson. ISBN 9788891915504.

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION | PEACE, JUSTICE AND STRONG INSTITUTIONS