UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Management - 2

2526-1-E1806M001-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 language, fundamental concepts and theories of business administration.
• Introduce the basic methods and techniques of financial and management accounting.
• Enable the student to apply theories and techniques of business administration to understand the structure and functioning of business organizations.
• Develop students' capacity of analyzing and communicating 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

Command of the Italian language, arithmetic and basic algebra.

Teaching methods

The course consists mainly of theoretical lectures, alternated with discussions of relevant case studies, applications or exercises aimed at fostering the learning process.

Assessment methods

Written exam (a mix of close questions, open questions and exercises - detailed instruction 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

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION