



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Business Management - 2

2526-1-E1806M001-T2

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#### 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

