

| Programme of "Economia e gestione delle imprese" - "Economics and business management"  |  |  |
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| Number of ECTS credits: 9 (workload is 63 hours; 1 credit= 25 hours)  |  |  |
| Code M0084<br>Compulsory<br>1st Cycle in Economics, 2 <sup>nd</sup> year, 1 <sup>st</sup> semester<br>Professor: Paola Olimpia Achard |  |  |
| 1   | <b>Course objectives and Learning outcomes</b> | <p>The dynamicity of external contexts drive businesses through a systematic perspective. The course will enrich the capacity of students to contribute to analyze the competitive factors, related to prospects the external and internal environment, and the interrelations between them. Moreover, this course introduces students to the core competences and principles of strategies: competitive and development, and analyze the organizational implications.</p> <p>Methodologically, the course combines a rigorous approach to business strategic analysis with highly relevant examples of current practice.</p>  |
| 2   | <b>Dublin descriptors</b>                      | <p>Students are introduced to issues concerning:</p> <ul style="list-style-type: none"> <li>- Business value creation;</li> <li>- Resources and competencies;</li> <li>- Strategic planning;</li> <li>- Corporate and business strategy;</li> <li>- Organizational structures;</li> <li>- Marketing;</li> <li>- Logistics and Operations;</li> <li>- Innovations and competitive advantage.</li> </ul> <p>On successful completion of this module, the student should</p> <ul style="list-style-type: none"> <li>- have profound knowledge and understanding of, the growth and development process of businesses and their critical factors to reach a competitive advantage position;</li> <li>- understand and explain the difficulties, opportunities and implications created by technological innovations;</li> <li>- demonstrate ability in having a systematic perception of business issues;</li> <li>- demonstrate capacity for reading and understand other texts on related topics.</li> </ul> |
| 3   | <b>Prerequisites and learning activities</b>   | The student must know the basic notions of business administrations, micro and macroeconomics and the statistical methods.   |
| 4   | <b>Teaching methods and language</b>           | <p>Lectures and seminars.</p> <p>Italian Textbooks:</p> <ul style="list-style-type: none"> <li>• Fontana F., Caroli M. (2017), <i>Economia e Gestione delle imprese</i>, McGraw-Hill, V/Ed., ISBN: 9788838669170;</li> <li>• Grant R.M. (2016), <i>L'analisi strategica per le decisioni aziendali</i>, Il Mulino, V/Ed., ISBN: 978-88-15-25959-2;</li> </ul> <p>English textbook:</p> <ul style="list-style-type: none"> <li>• Grant R. M. (2016), <i>Contemporary Strategy analysis: text and cases edition</i>, 9<sup>th</sup> edition, Wiley, ISBN: 978-1-119-12084-1.</li> </ul> <p>Reading list: papers provided in class (in English)</p>   |

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| 5 | <b>Assessment methods</b> | The course includes an oral exam. In the case of a high number of students signing off to one exam session, the professor has the faculty of giving students a written exam to test their understanding of the basic concepts that are mandatory to pass the course. The student will have access to the oral exam only upon successfully passing the written test. |
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