
Testi del Syllabus

Resp. Did.	CANDI MARINA	Matricola: 352318
Anno offerta:	2015/2016	
Insegnamento:	857 - INTRODUCTION TO BUSINESS ECONOMICS	
Corso di studio:	L21BB - ECONOMICS AND BUSINESS	
Anno regolamento:	2015	
CFU:	8	
Settore:	SECS-P/07	
Tipo Attività:	A - Base	
Anno corso:	1	
Periodo:	I Semestre	

Testi in inglese

Tipo testo

Testo

Obiettivi Formativi Del Corso / Course Formative Objectives

The course will provide 1) an introduction to the theory of the firm, 2) an introduction to corporate governance, 3) an introduction to business management, and 4) the basics of financial reporting, financial statement analysis and accounting.

Prerequisiti / Prerequisites

None

Contenuti Del Corso / Course Contents

1. Introduction to the theory of the firm (2 weeks)
Economics and management as a social science. What is a firm? Types of firms and legal forms. How firms interact with each other. The firm and society, social and ethical implications. Shareholders and customers.
2. Introduction to Corporate Governance (1 week)
Corporate governance definitions and systems. Balancing the interests of multiple stakeholders.
3. Basics of financial reporting and financial statement analysis (2 weeks)
The accounting cycle. Financial reporting and user decisions. Sources and resources. Balance Sheet and Income Statement.
4. Introduction to business management (3 weeks)
Starting a business, entrepreneurship. New directions, intrapreneurship. Innovation and marketing. Strategy. Operations management and supply chain management. Organizational structure. Managing change.
5. Basics of accounting (2 weeks)
Accounting for financing, purchasing and sales. Bookkeeping techniques. Journal entry and adjusted journal entry.
6. Review, Q&A and Exam Simulation (1 week)

Tipo testo

Testo

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 1, Lezione
1 / Extended Program
And Reference
Reading Material:
Week 1, Lesson 1**

Introduction to the course. Economics and management as a social science.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 1, Lezione
2 / Extended Program
And Reference
Reading Material:
Week 1, Lesson 2**

What is a firm? Types of firms and legal forms. How firms interact with each other.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 1, Lezione
3 / Extended Program
And Reference
Reading Material:
Week 1, Lesson 3**

The boundaries of the firm. The firm and society, social and ethical implications.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 2, Lezione
1 / Extended Program
And Reference
Reading Material:
Week 2, Lesson 1**

Shareholders and their role throughout the firm life-cycle.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 2, Lezione
2 / Extended Program
And Reference
Reading Material:
Week 2, Lesson 2**

Customers as sources of revenue and as stakeholders. Customers' relationship with the firm.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 2, Lezione
3 / Extended Program
And Reference
Reading Material:
Week 2, Lesson 3**

Corporate governance definitions and systems. National norms. The Italian corporate governance model.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 3, Lezione**

Balancing the interests of multiple stakeholders, Agency Theory.

Tipo testo

**1 / Extended Program
And Reference
Reading Material:
Week 3, Lesson 1**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 3, Lezione
2 / Extended Program
And Reference
Reading Material:
Week 3, Lesson 2**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 3, Lezione
3 / Extended Program
And Reference
Reading Material:
Week 3, Lesson 3**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 4, Lezione
1 / Extended Program
And Reference
Reading Material:
Week 4, Lesson 1**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 4, Lezione
2 / Extended Program
And Reference
Reading Material:
Week 4, Lesson 2**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 4, Lezione
3 / Extended Program
And Reference
Reading Material:
Week 4, Lesson 3**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 5, Lezione
1 / Extended Program
And Reference
Reading Material:
Week 5, Lesson 1**

Testo

Non-traditional forms and trends.

Review of theory of the firm and corporate governance.

Introduction to Accounting. financial reporting and users decisions. Business management cycle. Financing, purchasing and selling activities.

Sources and resources table. Exercises on sources and resources.

From Sources and Resources table to Financial statement. Balance Sheet and Income Statement.

Financing transaction: bank loan, bonds issue, factoring transactions and other financing activities.

Tipo testo

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 5, Lezione
2 / Extended Program
And Reference
Reading Material:
Week 5, Lesson 2**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 5, Lezione
3 / Extended Program
And Reference
Reading Material:
Week 5, Lesson 3**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 6, Lezione
1 / Extended Program
And Reference
Reading Material:
Week 6, Lesson 1**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 6, Lezione
2 / Extended Program
And Reference
Reading Material:
Week 6, Lesson 2**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 6, Lezione
3 / Extended Program
And Reference
Reading Material:
Week 6, Lesson 3**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 7, Lezione
1 / Extended Program
And Reference
Reading Material:
Week 7, Lesson 1**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 7, Lezione**

Testo

Purchasing production factors transactions: Fixed assets, intangibles assets, employee costs, maintenance (ordinary and extraordinary) and all other operating expenses.

Selling activities. Exercise on Financial Statement.

Entrepreneurship, business start-up.

Going in a new direction, intrapreneurship.

Innovation types and models. Product innovation, service innovation, business model innovation, process innovation.

Creativity, innovation and new products/services.

Marketing and new product/service launch.

Tipo testo

Testo

**2 / Extended Program
And Reference
Reading Material:
Week 7, Lesson 2**

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 7, Lezione
3 / Extended Program
And Reference
Reading Material:
Week 7, Lesson 3**

Business strategy.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 8, Lezione
1 / Extended Program
And Reference
Reading Material:
Week 8, Lesson 1**

Operations management and supply chain management.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 8, Lezione
2 / Extended Program
And Reference
Reading Material:
Week 8, Lesson 2**

Organizational structure and change management.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 8, Lezione
3 / Extended Program
And Reference
Reading Material:
Week 8, Lesson 3**

Review of basics of management. Case examples.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 9, Lezione
1 / Extended Program
And Reference
Reading Material:
Week 9, Lesson 1**

Bookeeping techniques, double entry, journal entry.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 9, Lezione
2 / Extended Program
And Reference
Reading Material:
Week 9, Lesson 2**

Accrual accounting, matching principle and introduction to adjusting entries.

Tipo testo

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**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 9, Lezione
3 / Extended Program
And Reference
Reading Material:
Week 9, Lesson 3**

Adjusting entries.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 10, Lezione
1 / Extended Program
And Reference
Reading Material:
Week 10, Lesson 1**

Adjusting entries.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 10, Lezione
2 / Extended Program
And Reference
Reading Material:
Week 10, Lesson 2**

Exercise on adjusting entries.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 10, Lezione
3 / Extended Program
And Reference
Reading Material:
Week 10, Lesson 3**

Exercise on adjusting entries.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 11, Lezione
1 / Extended Program
And Reference
Reading Material:
Week 11, Lesson 1**

Review and Q&A.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 11, Lezione
2 / Extended Program
And Reference
Reading Material:
Week 11, Lesson 2**

Exam simulation.

**Programma Esteso E
Materiale Didattico Di
Riferimento:
Settimana 11, Lezione**

Q&A and exam simulation.

Tipo testo**Testo**

**3 / Extended Program
And Reference
Reading Material:
Week 11, Lesson 3**

**Testi Di Riferimento /
Reference Books**

Book to be created in collaboration with Elisa Raoli.

**Metodologie
Didattiche / Teaching
Method**

Lectures, case studies, team assignments.

**Modalita' Di Verifica
Dell'apprendimento /
Assessment Method**

Written exam made up of multiple choice questions and one or more practical exercises.

**Criteri Per
L'assegnazione
Dell'elaborato Finale /
Criteria For Deciding
On Subject Of Final
Paper**

None