



Degree Course: Management for Business and Economics

Faculty: ECONOMIA E MANAGEMENT

Activities

Human Capital Management

Description: The course aims to provide fundamental concepts, approaches and techniques of managing human resources in order to develop skills and attitude concerning people management processes.

In the first part of the course, a general framework concerning Human Resources policies and practices will be illustrated and discussed. We will then examine the strategic view on Human Resource Management. In the second part, we will provide some tools and applications, with particular reference to recruitment, training and development programmes, performance appraisal, reward systems. Implications of HRM for performance and satisfaction will be discussed.

The main objectives of the course are:

- How to develop and implement effective strategies of HR: main approaches
- Concept, scope and objectives of HRM: characteristics and functions of HRM
- Job analysis and job design
- Recruitment, selection and socialization
- Training and development
- Performance appraisal
- Job evaluation
- Compensation

At the end of the course, students will be able to train some appropriate skills in order to

- analyze actual situations with human resources in the company,
- identify main problems concerning HRM,
- propose well-reasoned decisions aimed to solve main problems concerning HRM
- choose appropriate methods of HRM practices

CFU: 6

Official language: English

Business English

Description:

CFU: 6

Official language: English

Financial mathematics

Description:

CFU: 6

Official language: English

FOOD QUALITY MANAGEMENT AND COMMUNICATION

Description:

CFU: 3

Official language: English

INVESTMENT APPRAISAL AND CAPITAL STRUCTURE: THEORY AND PRACTICE

CFU: 3

Official language: English

FINANCIAL MODELLING AND ANALYSIS

CFU: 3

Official language: English

HEALTH CARE MANAGEMENT

Description:

CFU: 3

Official language: English

Introduction to decision and game theory

CFU: 6



Official language: English

PRINCIPLES OF SUSTAINABLE DEVELOPMENT

Description:

CFU: 3

Official language: English

Risk management in financial institutions

Description:

CFU: 3

Official language: English

Welfare and economic integration of the EU

Description:

CFU: 3

Official language: English

Sustainable development: principles and policy

Description:

CFU: 6

Official language: English

Italian Linguistics

Description:

CFU: 6

Official language: English

Strategy and entrepreneurship

Description: The course deals with modern strategy frameworks and methodologies to help the student develop the skills needed to be a successful manager and entrepreneur with responsibility for the performance of a firm (or business unit within a firm for the managers). The main topics covered are:

- 1) Understanding the fundamental concepts in competitive strategy;
- 2) strategy identification and evaluation;
- 3) competitor analysis, firm and industry evolution, and strategic responses to external changes;
- 4) entrepreneurial thinking and mindset;

CFU: 9

Official language: English

Management and Fundamentals of Accounting

Description: This a core course that provides an informative introduction to the disciplines of business and management.

This course introduces to key perspectives and debates from a range of fields that inform the study of business and management. The course enables to become aware of the complexity of issues that shape contemporary business and management practices and to consider future directions. The main topics covered by the course are

1. Basics of accounting
2. Management theory, principles and functions
3. Managing people
4. Management and Organizations
5. Basics of strategic management

CFU: 12

Official language: English

Spanish Language

Description: The course is for beginners. The objectives are the acquisition of the phonetic, the morphology and the grammatical structures of Castilian Spanish in the 4 abilities (speaking, oral comprehension, reading, text comprehension, writing).

CFU: 6

Official language: Spanish



Corporate finance

Description: The main topics of the course are:

- fundamental concepts of corporate finance;
- risk-return relation;
- economic and financial analysis of the firm;
- the cost of capital;
- capital budgeting process;
- working capital management;
- business Plan in appraising the economic and financial convenience of a project.

CFU: 6

Official language: English

Courses and activities selected by the student

CFU: 6

Official language: English

International Management and Marketing

Description: The course deals with:

- The role of the multinational companies (MNCs) in the globalized economy.
- The nature of the process by which firms internationalize
- The impact of MNCs activity: FDI, growth and development; market structure, performance and business practices; political, cultural and social responsibility issues for MNCs.

The course will also address basic elements of marketing management (segmentation, positioning, 4ps, etc.) with a special focus for its international and cross-cultural dimensions.

CFU: 12

Official language: English

Financial Accounting

Description: The course focus on: 1) Understanding the methods, rules and processes used to develop financial accounting reports; 2) Preparing financial accounting reports; and 3) interpreting financial accounting reports.

The course provides knowledge of the core concepts of financial accounting including how accountants analyze and record the effects of individual transactions, and the concepts that are essential to understanding financial reports such as assets, liabilities, owners' equity, revenues, expenses and cash flows.

CFU: 9

Official language: English

Banking and Financial Markets

Description: The goal of this course is to provide the students with a general understanding of the different functions performed by financial markets and institutions as well as their role in the economy.

In particular, the topics covered are:

- The financial system: structure and functions
- Financial institutions: business model, strategic and management issues
- Focus on Banks: banking regulation; deposits and lending activities; liquidity management; capital adequacy; risk management

CFU: 6

Official language: English

Financial Reporting and Analysis

Description: This course is designed to prepare to interpret and analyze financial statements effectively. The viewpoint is that of the user of financial statements interested in an in-depth analysis of the firm financial position, economic performance, cash flows.

CFU: 9

Official language: English

Auditing and Management Control

Description: The objective of the course is to provide students with knowledge on management auditing and management control principles and techniques. The program includes the following topics: internal auditing, management auditing, risk assessment, management accounting and management control systems.

CFU: 9

Official language: English



French Language

Description: The main purpose of this course is to provide linguistic and communicative competence as well as performance – reading / writing , listening/speaking-. The course will focus on French for special purpose (business and economic world) and will especially concerns the Diplome du Français des Affaires (DFA).

CFU: 6

Official language: French

German Language

Description: The course provide knowledge of the German language system (grammar, syntax, morphology, text constitution, language of special purposes: economy), also from a contrastive point of view.

The reflection on the structures of the German language runs parallel to the practical acquisition of the four main communicative language competences, aiming to the levels B1 (beginners) and B2 of the European Framework.

CFU: 6

Official language: German

Final examination

Description:

CFU: 3

Official language: English

Principles of Economics

Description: Objectives: The course introduces the fundamental concepts of economics. It focuses on the relationship between individual economic decisions, institutional rules and individual and social well-being. The course provides students to evaluate key microeconomic concepts facing capitalist economies such as supply and demand, market equilibrium and disequilibrium, economic rents and institutions. The focus of the course is to teach students models motivated by facts from history, experiments, and data. The course introduces the basic tools of economics by focusing on their usefulness in understanding real-world phenomena and explains the historical evolution of our economic and social system. The course also equips students with basic mathematical techniques to solve economic problems in applying key microeconomic concepts.

Contents. This course analyses the choices and actions of the economic actors as both self-interested and ethical. This course covers capitalist revolution; the effects of technological change; scarcity and opportunity cost; social interactions; the effect of institutions on balance of power; interactions among firm's owners, managers and employees; profit maximizing firm's interaction with its customers; supply, demand, and market equilibrium; market disequilibrium in credit and labour markets; market failures.

CFU: 12

Official language: English

European Macroeconomics

Description: The course will give students a full understanding of the modern macroeconomics from a European perspective, with a broad coverage of the ongoing economic turmoil in Europe. Students will study the working of the good market, the financial markets and the labour market, and their interconnections in the short, medium, and long run.

At the end of the course students should be able to understand the main macroeconomic events, such as growth, unemployment, inflation, business cycles, and the impacts of fiscal and monetary policies, both for a closed and open economy.

CFU: 9

Official language: English

Industrial and Managerial Economics

Description: This course covers some major topics in the field of industrial and managerial economics. The course focuses mainly upon the theory of the firm and the industry, with an emphasis upon imperfect competition, asymmetric information and incentives. Of special interest is firms' strategic behaviour including oligopoly pricing and production, product differentiation, strategic delegation and managerial incentives. The effects of firms' conduct on economic welfare and feedback effects on market structure are examined.

Acquired competencies and abilities will permit students to understand how price and non-price competition among firms, strategic behaviour in oligopolistic markets, as well as agency issues deriving from separation of firm's ownership from management affect economic welfare and market structure. The knowledge that the student will derive from the course is useful to understand firm and management behaviour and markets functioning.

CFU: 6

Official language: English

History of economic thought

Description:

CFU: 6



Official language: English

Business and Commercial Law

Description: The aim of the course is to provide a comparative knowledge of company law, focusing attention on the study of the various types of companies and corporate governance, as regulated by the most significant legal systems of civil law and common law. Then it examines the bankruptcy and insolvency proceedings with the same comparative approach.

Furthermore, an in-depth study is carried out on M&A operations. In this perspective, the course continues with the analysis of cross-border mobility of companies, understood as cross-border mergers and freedom of establishment, and with some reflections on European Company (SE).

After completing the part of company law, the course carries on offering an overview on general principles of international commercial contracts and therefore it introduces students to drafting techniques and study of practical cases.

Finally, the last lessons are dedicated to financial market law, of which it is highlighted both public profile, as the supervisory activity of Authorities on the markets, and a private profile, as investment services, collective management of savings and corporate compliance, analyzing the changes made by MIFID II.

CFU: 12

Official language: English

Statistics

Description: The course provides a strong introduction to statistical procedures, developing understanding of concepts and emphasizes problem solving using realistic examples. Students will learn how to conduct solid statistical analyses in many business and economic situations.

By the end of the course, students should be able to:

1. Using graphs to describe data; 2. Using numerical measures to describe data; 3. Explain, calculate, and interpret probability models and random variables for random experiments; 4. Explain, calculate, and interpret inferential statistical procedures, including confidence intervals and hypothesis tests for one and two populations parameters; 5. Explain, calculate, and interpret linear regression models.

The objectives of the course will be achieved by weekly lectures and tutorials.

CFU: 12

Official language: English

Computer skills

Description:

CFU: 3

Official language: English

Principles of mathematics

Description: The course provides the principles of mathematics.

CFU: 9

Official language: English

Responsible management

Description:

CFU: 6

Official language: English

Statistical methods for policy evaluation and casual inference

Description:

CFU: 3

Official language: English

Public Policy

Description: The course focuses on the role of the government in the economy. The aim is to provide an understanding of the reasons for government intervention in the economy, analyzing the benefits of possible government policies, and the response of economic agents to the government's actions.

In particular, the course reviews the key microeconomic theory behind the fundamental results in public economics and economics of market regulation. More precisely, the course will cover the topics of markets' failure, the effects that regulation and antitrust policies exert on the firms activity, public choice. Also aspects on the fiscal systems and tax policy, social insurance, social welfare policy, redistribution programs and public goods will be covered; finally, special emphasis will be on social security reform such as pension reforms, the role of private pensions and retirement savings.

The course introduces the fundamental concepts of public economics. At the end of the course the acquired competencies and abilities will allow students to be familiar with the most relevant theories concerning the reasons and the effects of government intervention in the economy. The students will be also be introduced to the some of the issues that are on the

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political agenda of many developed countries, such as tax policy, welfare state and pensions and, at the core of the European Union debate, such as voting mechanisms and fiscal coordination.

CFU: 6

Official language: English

Quantitative economics for business

Description: The objective of the course is to provide students with the confidence and expertise to apply econometric models and methods in business, marketing and finance. Lectures will be supplemented by lab sessions, where students can gain hand-on experience in applied econometric analysis using illustrative applications.

At the end of the course students should have an understanding of econometric methods and an active training in econometrics as it is applied in practice.

CFU: 6

Official language: English

Principles of Law

Description: The course provides the basic concepts of private law, in perspective of the study of commercial law with a comparative point of view.

Its purpose is to investigate the discipline of various European legislations on legal entities, private autonomy, general principles of contract and obligatory relationship, of which it is outlined also the non-fulfillment and responsibility and the real guarantees of the obligation. Furthermore, the course concerns also principles of property rights and contractual and tort liability.

A detailed study is dedicated to the institute of the Trust, which arose in the Anglo- Saxon countries, and to the theoretical and practical implications that it could have in Italy.

CFU: 6

Official language: English