

Corso di studi: Management for Business and Economics (Laurea)

Denominazione: Management for Business and Economics

Dipartimento : ECONOMIA E MANAGEMENT

Classe di appartenenza: L-18 SCIENZE DELL'ECONOMIA E DELLA GESTIONE AZIENDALE

Interateneo: No

Interdipartimentale: No

Obiettivi formativi: Il corso si propone di fornire una formazione di management per il business e l'economia con un respiro decisamente internazionale. Il corso propone contenuti formativi e modalità didattiche in linea con i bachelor of science in management delle business school internazionali.

Il profilo professionale da formare è quello di responsabile junior di funzioni aziendali (programmazione e controllo, amministrazione e finanza, marketing e vendite, acquisti, organizzazione e risorse umane) in aziende di qualsiasi tipo (private, pubbliche e non-profit), settore e dimensione già internazionalizzate o orientate ad intraprendere percorsi di internazionalizzazione.

Più in particolare, il percorso formativo e gli obiettivi formativi specifici possono essere articolati come segue. Nella prima fase del percorso viene offerta la preparazione di base nelle materie aziendali, economiche e statistico-matematiche. Nella seconda fase si sviluppa la conoscenza nelle discipline aziendali al fine di garantire padronanza di tutti i temi che riguardano il management delle imprese applicati alle varie classi di aziende (manifatturiere, commerciali, di servizi). In particolare, si favorisce l'acquisizione di conoscenze e lo sviluppo di competenze applicative relative alle diverse funzioni aziendali (programmazione e controllo, amministrazione e finanza, marketing e vendite, acquisti, organizzazione e risorse umane).

Caratteristica di tutto il percorso è una formazione con una decisa prospettiva internazionale sul management in grado di attrarre studenti italiani e stranieri da tutti i Paesi del mondo. Ciò offre la possibilità agli studenti italiani di confrontarsi con studenti di altri Paesi, ed offre la possibilità a studenti di altri paesi di conoscere e venire in contatto con studenti e con la realtà italiana. Il corso prevede un momento di applicazione delle conoscenze mediante tirocinio.

Infine, caratteristica del percorso è offrire l'opportunità di accedere a master e lauree magistrali nazionali ed internazionali con una preparazione adeguata e pronta per essere ulteriormente valorizzata nelle discipline aziendali, economiche e non solo.

Motivazioni numero programmato: Il corso si caratterizza per l'orientamento internazionale dato alla disciplina del management. Si prevede la partecipazione di studenti sia italiani che stranieri. Si tratta del primo corso di laurea triennale dell'ateneo e il numero programmato risponde ad esigenze didattiche e amministrative che si possono presentare in relazione all'attivazione di un progetto nuovo di questa portata.

Numero stimato immatricolati: 100

Requisiti di ammissione e modalità di verifica: Per essere ammessi al corso di studio è necessario il possesso di diploma di scuola media superiore di durata quinquennale o altro titolo di studio conseguito all'estero riconosciuto idoneo, oppure di diploma di scuola media superiore di durata quadriennale e del relativo anno integrativo oppure, ove non più attivo, del debito formativo assegnato. Per l'accesso al corso di studio è necessario possedere conoscenze e competenze di base logiche, di scrittura, lettura, comprensione e critica di testi, quantitative (aritmetica, algebra e geometria di base). Il livello richiesto per tali conoscenze e competenze è pari a quello ottenibile con un diploma di scuola secondaria di secondo grado. È richiesta inoltre la conoscenza della lingua inglese, pari a un livello minimo B2 (classificazione QCER), dato l'orientamento internazionale delle discipline insegnate e l'utilizzo della lingua inglese nello svolgimento delle lezioni. Il corso di studio adotta un numero programmato a livello locale in relazione alle risorse disponibili. Il numero di studenti iscrivibili e le modalità di svolgimento della selezione sono resi pubblici ogni anno con il relativo bando di concorso. I candidati che presentano domanda di ammissione sono valutati sulla base del punteggio conseguito in un test tra quelli previsti nel bando di concorso. I candidati possono ottenere un punteggio aggiuntivo rispetto a quello del test, se sono in possesso di titoli attestanti la conoscenza della lingua inglese, specificati nel bando, conseguiti con una votazione superiore ad un livello minimo, oppure se hanno sostenuto l'esame di Economia (Principles of Economics and Management) con la votazione uguale o superiore a 27/30 nell'ambito del programma Foundation Course erogato dall'Università di Pisa.

In caso di parità di punteggio totale, prevale il(la) candidato(a) anagraficamente più giovane.

Per quanto riguarda l'attribuzione degli obblighi formativi aggiuntivi (OFA) coloro che hanno sostenuto il test TOLC-E in lingua italiana e nella sezione di inglese hanno ottenuto un punteggio inferiore a 14, devono altresì superare un esame di lingua inglese da 6 CFU (OFA1). L'OFA1 dovrà essere estinto prima di sostenere qualsiasi altro esame, in caso contrario lo studente non potrà sostenere altri esami.

Coloro che hanno sostenuto il TOLC-E in lingua italiana e nella sezione di inglese hanno ottenuto un punteggio compreso tra 14 e 17, devono altresì superare un esame di lingua inglese da 6 CFU, entro la sessione invernale (OFA1), in caso contrario lo studente non potrà sostenere altri esami.

Non vi è OFA1 per chi ha sostenuto l'ENGLISH TOLC-E, il SAT, l'ACT e il GMAT a prescindere dal punteggio. Il punteggio del test di ammissione inferiore a 11,5 fa insorgere un obbligo formativo aggiuntivo (OFA2), per colmare il quale lo studente dovrà sostenere un'integrazione di 1 CFU dell'esame di Principles of Mathematics. L'OFA2 può essere estinto anche sostenendo una delle prove di recupero OFA (ENGLISH TOLC-E), previste dal calendario delle date degli appelli relativi al recupero. L'OFA2 dovrà essere estinto entro la fine della sessione estiva degli esami del primo anno, in caso contrario lo studente non potrà sostenere gli esami degli anni successivi.

Specifiche CFU: Le 25 ore di attività formative corrispondenti ad ogni singolo CFU vengono, per grandi linee, ripartite come di seguito descritto:

- Lezioni frontali: 7 ore di attività didattica frontale in aula e le rimanenti ore per lo studio individuale degli argomenti trattati.

- Esercitazioni: 7 ore di attività didattica frontale in aula e le rimanenti ore per l'approfondimento individuale dei temi relativi alla tipologia degli esercizi svolti in aula.

- Abilità informatiche: 25 ore di autoapprendimento, esercitazione ed autovalutazione al computer, sulla base delle modalità e dei contenuti della Patente Europea per il Computer (ECDL)
- Tirocinio: 25 ore di attività formativa di stage e tirocinio presso imprese, aziende, studi professionali, enti pubblici o privati, ordini professionali.
- Prova finale: 25 ore di attività di approfondimento e studio di un problema di attualità, di ricerca o dedotto dalla letteratura affrontata nel corso della carriera universitaria.

Modalità determinazione voto di Laurea: Per il calcolo del voto di laurea triennale, la votazione di "30/trentesimi e Lode" viene computata come "30" nel calcolo della media dei voti d'esame. La media curriculare M30 è riportata in centodescimi moltiplicandola per 11/3, ovvero $M110=M30 \cdot 11/3$. Alla media curriculare in centodescimi vengono aggiunti

- un punteggio F corrispondente al voto conseguito nella prova finale che varia da 0,5 a 2. Il voto della prova finale viene espresso dalla commissione giudicatrice in trentesimi e, sulla base della seguente tabella di conversione viene tradotta in un punteggio, da 0,5 a 2, che viene utilizzato per il calcolo del voto di laurea.

Voto in trentesimi Punteggio

18-20 0,5

21-23 1

24-27 1,5

28-30 2

- un punteggio Q che vada a valorizzare la qualità del curriculum di studi dello studente; Il punteggio Q viene calcolato come il 6% della media finale, ovvero $Q=0,06 \cdot M110$.

- un punteggio B che vada a valorizzare la velocità con cui lo studente ha completato il proprio percorso formativo; a tal fine si considererà laureato in pari uno studente che si laurea entro tre anni dalla sua immatricolazione. In particolare, viene assegnato un punteggio B=2 punti se lo studente si laurea in pari, B=1 punti se si laurea al primo anno fuori corso, B=0 punti se si laurea al secondo anno fuori corso o in anni successivi. Il punteggio B è nullo in caso di abbreviazioni di corso.

La somma complessiva che esprime la Media di Laurea è quindi data da:

$$ML=M110+F+Q+B$$

Nel caso in cui tale arrotondamento fornisca un valore maggiore od uguale a 111 ed inoltre nella prova finale sia stato conseguito un punteggio maggiore od uguale a 1,5, il Voto di Laurea è uguale a 110/110 e Lode. Inoltre, viene attribuito l'encomio nel caso in cui lo studente possieda i seguenti requisiti: votazione di 110/110 e Lode, media curriculare M110 pari o superiore a 106, tra i voti ottenuti nei singoli insegnamenti vi siano almeno 3 "30 e lode", laurea conseguita entro tre anni dalla prima iscrizione al Dipartimento di Economia e Management.

Attività di ricerca rilevante: L'attività di ricerca dei docenti del corso di laurea si riferisce principalmente allo studio delle

scienze aziendali, delle scienze economiche, della scienze statistiche e matematiche applicate all'economia. Il rilievo di tale attività scientifica è testimoniato dalle numerose pubblicazioni dei docenti, reperibili sul sito web "Anagrafe della Ricerca" dell'Università di Pisa (<http://arp.unipi.it/>). Molti docenti del corso di laurea svolgono la propria attività di ricerca proprio nell'ambito della disciplina insegnata, il che evidenzia la coerenza della attività di ricerca con gli obiettivi formativi del corso di laurea.

Rapporto con il mondo del lavoro: Il profilo professionale ricopre il ruolo di responsabile o junior manager in funzioni aziendali: programmazione e controllo, amministrazione e finanza, marketing e vendite, acquisti, organizzazione e risorse umane. Il laureato è in grado di inserirsi in posizione di responsabile o junior manager in funzioni aziendali (programmazione e controllo, amministrazione e finanza, marketing e vendite, acquisti, organizzazione e risorse umane) di aziende private, pubbliche e non-profit di qualsiasi settore e dimensione.

Curriculum: CURRICULUM 1

3

Primo anno (60 CFU)

Insegnamento	CFU
Principles of Law	6
Management and Fundamentals of Accounting	12
Principles of Economics	12
Statistics	12
Computer skills	3
Principles of mathematics	9
Gruppo: LINGUE	6

Secondo anno (63 CFU)

Insegnamento	CFU
Public Policy	6
Courses and activities selected by the student	6
International Management and Marketing	12
Financial Accounting	9
Financial Reporting and Analysis	9
European Macroeconomics	9
Business and Commercial Law	12

Terzo anno (57 CFU)

Insegnamento	CFU
Quantitative economics for business	6
Human Capital Management	6
Strategy and entrepreneurship	9
Corporate Finance	6
Courses and activities selected by the student	6
Banking and Financial Markets	6
Auditing and Management Control	9
Final examination	3
Industrial and Managerial Economics	6

Gruppi per attività a scelta nel CDS Management for Business and Economics

Gruppo LIBERA SCELTA (12 CFU)

Descrizione: Courses and activities selected by the student

Note: The student can select courses coherent with the aims and scope of the Bcs in Management for Business and Economics. Course and activities must be approved by the Bsc Board of Faculty Members.

Attività contenute nel gruppo

Nome	CFU
Courses and activities selected by the student	6
History of economic thought	6
Responsible management	6
Sustainable development: principles and policy	6

Gruppo GR3 (12 CFU)

Descrizione: Insegnamenti in lingua inglese inseribili all'interno delle attività a libera scelta dello studente

Attività contenute nel gruppo

Nome	CFU
Financial mathematics	6
FINANCIAL MODELLING AND ANALYSIS	3
FOOD QUALITY MANAGEMENT AND COMMUNICATION	3
HEALTH CARE MANAGEMENT	3
Introduction to decision and game theory	6
INVESTMENT APPRAISAL AND CAPITAL STRUCTURE: THEORY AND PRACTICE	3
PRINCIPLES OF SUSTAINABLE DEVELOPMENT	3
Risk management in financial institutions	3
Statistical methods for policy evaluation and causal inference	3
Welfare and economic integration of the EU	3

Gruppo LINGUE (6 CFU)

Descrizione: LINGUE

Attività contenute nel gruppo

Nome	CFU
Business English	6
French Language	6
German language	6
Italian Linguistics	6
Spanish Language	6

Attività formative definite nel CDS Management for Business and Economics

Auditing and Management Control (9 CFU)

Obiettivi formativi: 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.

Propedeuticità: Attendance recommended. Pre-requisite is the core course in Management and fundamentals of accounting (codice 581PP)

Reteirabilità: 1

Modalità di verifica finale: Written exam (with multiple choice, open-ended, exercises and case studies).

Banking and Financial Markets (6 CFU)

Obiettivi formativi: 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

Propedeuticità: Attendance recommended. The core course in Management and Fundamentals of Accounting (581PP) is a prerequisite.

Reteirabilità: 1

Modalità di verifica finale: Written exam (with multiple choice, open-ended, exercises and case studies) with possibility of additional oral exam.

Business and Commercial Law (12 CFU)

Obiettivi formativi: 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.

Propedeuticità: Attendance recommended. The course Principles of Law is a pre-requisite.

Reteirabilità: 1

Modalità di verifica finale: Written and/or oral exam

Business English (6 CFU)

Obiettivi formativi: This course aims to develop advanced English language and communication skills for an international business context.

Propedeuticità: Attendance recommended.

Reteirabilità: 1

Modalità di verifica finale: Written and/or oral exam

Computer skills (3 CFU)

Obiettivi formativi: The student's acquire the computer skills needed to successfully use the basic office software packages.

Propedeuticità: Attendance recommended.

Reteirabilità: 1

Modalità di verifica finale: Written and/or oral exam and or practical exam.

Corporate Finance (6 CFU)

Obiettivi formativi: 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.

Propedeuticità: Attendance recommended. The core course Management and Fundamentals of Accounting is a pre-requisite.

Reteirabilità: 1

Modalità di verifica finale: Written exam.

Courses and activities selected by the student (6 CFU)

Propedeuticità: Attendance recommended.

Reteirabilità: 1

Modalità di verifica finale: Exams

European Macroeconomics (9 CFU)

Obiettivi formativi: 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.

Propedeuticità: Attendance recommended. The courses Principles of Mathematics and Principles of Economics are pre-requisites.

Reteirabilità: 1

Modalità di verifica finale: Written exam

Final examination (3 CFU)

Obiettivi formativi: The student is required to write a short essay/article on a topic coherent with the Bcs in Management for Business and Economics. The topic is to be agreed with a Faculty Member. The student must show critical thinking capabilities, analytical skills and in-depth knowledge of the topic selected

Reteirabilità: 1

Modalità di verifica finale: Written exam.

Financial Accounting (9 CFU)

Obiettivi formativi: 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.

Propedeuticità: Attendance required.

Reteirabilità: 1

Modalità di verifica finale: Written exams with multiple choice questions, open-ended questions, exercises

Financial mathematics (6 CFU)

Obiettivi formativi: The aim of the course is to provide the basic concept of financial mathematics, which include compounding regimes, interest rates and annuities. In addition, types of financial operations will be considered together with comparison criteria.

Propedeuticità: Principles of Mathematics

Reteirabilità: 1**Modalità di verifica finale:** Oral and/or written exam**FINANCIAL MODELLING AND ANALYSIS (3 CFU)****Propedeuticità:** Corporate finance**Reteirabilità:** 1**Modalità di verifica finale:** oral exam**Financial Reporting and Analysis (9 CFU)**

Obiettivi formativi: 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.

Propedeuticità: Attendance recommended.**Reteirabilità:** 1**Modalità di verifica finale:** Written exam with multiple-choice questions, open-ended questions, exercises.**FOOD QUALITY MANAGEMENT AND COMMUNICATION (3 CFU)**

Obiettivi formativi: The objective of the course is to provide students with a thorough coverage on food and food quality and arises from the necessity to address the growing demand for highly qualified professionals able to operate in such a strategic sector of the international productive panorama. The program of the course will address aspects of a wide range of topics including legislation in this sector, marketing and communication, nutrition, the food supply chain, management control, food processes and technology. A particular attention will be dedicated to the training of the skills necessary to manage QMS according to the requirements of ISO 9001: 2015.

Propedeuticità: Management and Fundamentals of Accounting**Reteirabilità:** 1**Modalità di verifica finale:** Written examination**French Language (6 CFU)**

Obiettivi formativi: 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).

Propedeuticità: Attendance recommended.**Reteirabilità:** 1**Modalità di verifica finale:** Written exam, including reading, text comprehension, questions, writing. Oral exam with reading and questions.**German language (6 CFU)**

Obiettivi formativi: 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.

Propedeuticità: Attendance recommended.**Reteirabilità:** 1**Modalità di verifica finale:** Oral and/or written exam**HEALTH CARE MANAGEMENT (3 CFU)**

Obiettivi formativi: The course provides the skills needed to understand the peculiarities related to the management of health care organizations. This course analyse the evolution of the structure and the current issues in the health care system. It examines, in managerial point of view, the unique features of health care as a product, and the changing relationships between patients, physicians, hospitals, employers, and government

Propedeuticità: Management and Fundamentals of Accounting

Reteirabilità: 1**Modalità di verifica finale:** written and/or oral examination

History of economic thought (6 CFU)

Obiettivi formativi: This course aims to illustrate the evolution of economic theories from the foundation of political economy in the modern age to the Keynesian revolution. The course will insist in particular on the ways in which economics was shaped as a science and on the evolution of its method of analysis of social facts, on its relationships with other human and social sciences, and on the ways in which the main economic categories were analysed: value, production, distribution, money. Students will be encouraged to understand the -- sometimes substantive -- differences of approaches to the study of economic phenomena that characterised economists of different epochs. Special attention will be paid to the analysis of the social and institutional contexts in which economic evolved

Reteirabilità: 1**Modalità di verifica finale:** Project work and written exam

Human Capital Management (6 CFU)

Obiettivi formativi: The course aims to provides 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

Propedeuticità: Attendance and active participation are recommended. Pre-requisite is the core course in MANAGEMENT AND FUNDAMENTALS OF ACCOUNTING (codice 581PP)

Reteirabilità: 1**Modalità di verifica finale:** Written and/or oral exam

Industrial and Managerial Economics (6 CFU)

Obiettivi formativi: 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.

Propedeuticità: Attendance recommended. The courses Principles of Mathematics and Principles of Economics are pre-requisites.

Reteirabilità: 1**Modalità di verifica finale:** Written exam.

International Management and Marketing (12 CFU)

Obiettivi formativi: 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.

Propedeuticità: Attendance recommended.

Reteirabilità: 1

Modalità di verifica finale: Written exam with multiple choice, open-ended, exercises, case studies.

Introduction to decision and game theory (6 CFU)

Propedeuticità: Principles of economics

Reteirabilità: 1

Modalità di verifica finale: oral and/or written examination

INVESTMENT APPRAISAL AND CAPITAL STRUCTURE: THEORY AND PRACTICE (3 CFU)

Propedeuticità: Corporate Finance

Reteirabilità: 1

Modalità di verifica finale: Oral and/or written exam

Italian Linguistics (6 CFU)

Obiettivi formativi: The student will acquire the fundamental notions concerning:

- the Italian structures (phonetics, morphology, syntax, lexis);
- the variation of Italian (diaphasic, diatopic, diastratic, diametric and diachronic ones);
- the external history of Italian (16th century normation, post-unification diffusion, contemporary re-standardization).

Reteirabilità: 1

Modalità di verifica finale: During the course the students will be offered optional exercises to be done at home. The acquired skills will be assessed during the exam (written test).

Management and Fundamentals of Accounting (12 CFU)

Obiettivi formativi: 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

Propedeuticità: Attendance recommended.

Reteirabilità: 1

Modalità di verifica finale: Written exam (with multiple choice, open-ended, exercises and case studies) with possibility of additional oral exam.

Principles of Economics (12 CFU)

Obiettivi formativi: 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.

Propedeuticità: No prerequisite course is required besides basic mathematical knowledge. Students' attendance and active participation is encouraged.

Reteirabilità: 1

Modalità di verifica finale: Partial examination: Written test with multiple choice questions, open questions and exercises. Final examination: written test integrated with discussion.

Principles of Law (6 CFU)

Obiettivi formativi: 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.

Propedeuticità: Attendance recommended

Reteirabilità: 1

Modalità di verifica finale: Written exam and/or oral exam

Principles of mathematics (9 CFU)

Obiettivi formativi: The course provides the principles of mathematics.

Propedeuticità: Attendance recommended. Knowledge of the student entrance exam topics is required.

Reteirabilità: 1

Modalità di verifica finale: Written exam and/or oral exam.

PRINCIPLES OF SUSTAINABLE DEVELOPMENT (3 CFU)

Obiettivi formativi: Contents:

- introduction of global economic development;
- poverty and inequality;
- policies for growth and development;
- ecological sustainability;
- environmental kuznets curve;
- energy economics;
- happiness and wellbeing
- social and ecological limits to growth;

At the end of this class the student will be able to:

- Critically review, discuss and analyse concepts and principles of sustainable development and ecological economics.
- Evaluate public policies to foster social and sustainable development.
- Discuss some stylized facts of international development specifically on the relationship between environment and development.
- Argue on the interactions between human wellbeing and environmental impact.

Propedeuticità: Principles of economics

Reteirabilità: 1

Modalità di verifica finale: written and/or oral examination

Public Policy (6 CFU)

Obiettivi formativi: 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 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.

Propedeuticità: Attendance recommended. The courses Principles of Mathematics and Principles of Economics are pre-requisites.

Reteirabilità: 1

Modalità di verifica finale: Written exam

Quantitative economics for business (6 CFU)

Obiettivi formativi: 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.

Propedeuticità: Attendance recommended. Principles of Mathematics and Statistics course are pre-requisites.

Reteirabilità: 1

Modalità di verifica finale: Homework

Responsible management (6 CFU)

Obiettivi formativi: The course educates our future managers and business leaders on responsibility and contributing to a business with purpose that creates value in and for society. Students will be equipped to tackle an organization's toughest strategic challenges, lead with greater confidence, inspire performance at all levels, and contribute to an organization of responsibility and integrity.

Propedeuticità: No prerequisites. Attendance recommended

Modalità di verifica finale: Written and/or oral exam

Risk management in financial institutions (3 CFU)

Obiettivi formativi: The objective of the course is to provide knowledge on risk management in banks and banks' capitalization. To this end the course focuses on risk management matters, efficiency, capital rules and supervision in Europe, in order to understand the extent each one of these factors really contributes to the soundness of banks and to their survival.

Propedeuticità: Banking and financial markets

Reteirabilità: 1

Modalità di verifica finale: written and /or oral examination

Spanish Language (6 CFU)

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

Propedeuticità: Attendance recommended.

Reteirabilità: 1

Modalità di verifica finale: Written and/or oral exam

Statistical methods for policy evaluation and causal inference (3 CFU)

Obiettivi formativi: This course is an introduction to the inferential statistical methods for program evaluation.

The statistical concepts are illustrated using data and real examples, focusing on the methods used for causal inference in public policy contexts.

Main topics: Randomized Trials. Matching. Regression. Instrumental Variables. Regression Discontinuity Designs, Differences-in-Differences.

Propedeuticità: Statistics

Reteirabilità: 1

Modalità di verifica finale: written and/or oral examination

Statistics (12 CFU)

Obiettivi formativi: 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.

Propedeuticità: Logic and basic mathematics knowledge is necessary. Attendance to the classes is strongly suggested.

Reteirabilità: 1

Modalità di verifica finale: Written exam with possibility of additional oral exam

Strategy and entrepreneurship (9 CFU)

Obiettivi formativi: 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;

Propedeuticità: Attendance recommended.

Reteirabilità: 1

Modalità di verifica finale: Written exam (with case studies, multiple choice, open-ended questions) with possibility of an additional oral exam.

Sustainable development: principles and policy (6 CFU)

Obiettivi formativi: Objectives: Sustainable development (SD) is a concept that has several interpretations and sometimes is used too vaguely. Starting from the Brundtland Report, the course provides students with the tools to understand and critically assess the multifaceted concept of sustainable development and the links between human wellbeing and environmental degradation. Students learn about the current state of (un)sustainability and how to measure it, and the efforts that the UN is doing with the SDGs. The course gives then an overview of the policies for implementing sustainable development and introduces to the debates about the cost and benefits of promoting SD."

Reteirabilità: 1

Modalità di verifica finale: written and/or oral examination

Welfare and economic integration of the EU (3 CFU)

Obiettivi formativi: The course aims to analyze some economic issues of the European Union , with particular reference to those pertaining to multiple jurisdictions : fiscal federalism and tax competition . The course will also discuss and analyze some intertemporal issues, such as social security systems , public debt and economic growth

Propedeuticità: Principles of economics

Reteirabilità: 1

Modalità di verifica finale: written examination