



COURSE: BUSINESS MANAGEMENT

TEACHER: DANIELA CARLUCCI

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website:

Language: italian

ECTS: 6

n. of hours: 60

Academic year: 2014-15

Campus: Potenza

Semester: 1°

TOPICS

Organization

Legal structure of the enterprise

Accounting and Financial statements analysis

Planning and management control

Budgeting

Investment Analysis

Project Management

Business Plan: basics

TEACHING METHODS (please tick one or more options)

Theoretical lessons

Tutorials in classroom

Tutorials in laboratory

Project works

Technical visits

Other activities (please specify) _____

TEXTBOOKS

Lecture notes /slides provided by the teacher

Cavalieri, E., Ranalli, F., 1994, Appunti di Economia Aziendale, Vol. 1 e 2, Edizioni Kappa, Roma

Anthony, R.N., Macri, D.M., Pearlman, L.K., 2000, Il Bilancio, 2° edizione, McGraw-Hill, Milano

Garrison, R.H., Noreen, E.W., 2004, Programmazione e Controllo – Managerial Accounting per le decisioni aziendali, McGraw-Hill, Milano

Bellandi, G., 1993, Economia e Gestione dell'impresa, UTET, Torino

Costa, G., Nacamulli, R. (a cura di), Manuale di Organizzazione Aziendale, Utet, Torino.

Santesso, E., 1997, Valutazione di Bilancio, Giappichelli, Torino.

Thuesen G. J., Fabricky W.J., 1994, Economia per Ingegneri, Ediz. Il Mulino

ON-LINE EDUCATIONAL MATERIAL

web address: DROPBOX folder

LEARNING OUTCOMES

At the end of the course the student will be able to:

- understand the functioning of the economic system, according to both micro and macro perspectives;
 - understand and analyze the organizational features of a company;
 - understand and analyze business accounting;
 - assess the economic and financial aspects of organizations through numerical and qualitative parameters;
 - assess the cost-effectiveness of investments;
 - solve complex organizational and management issues, by combining managerial, organizational, technological knowledge;
 - know and apply approaches, tools and techniques for project management;
 - manage a complex project.
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REQUIREMENTS

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EVALUATION METHODS (please tick one or more options)

Intermediate verifications

X Written examination

Discussion of a project work

Practical test

X Oral examination (optional)

Other methods (please specify) _____

DETAILED CONTENT

- Organisation

Organisation concept and Organisational theories. Organisational relations and structures. Organisation design. Informal organisation: concept, theories and models.

- Legal structure of the enterprise

Foundations of the legal features of enterprises. Typologies of legal structures of the enterprise.

- Accounting and Financial statements analysis

Principles of accounting and financial statements analysis. Balance Sheet.

- Planning and management control & Budgeting.

Principles of Planning and management control & Budgeting. Costs typology. Direct e full costing. Cost–volume–profit analysis.

- Investment Analysis

Foundations of the investment analysis. Techniques for investment analysis

- Project Management.

Foundations of Project management. Project life cycle. WBS and scheduling techniques. PM and organisation. Resources management.

- Business plan: basics

SEMINARS BY EXTERNAL EXPERTS YES X NO

FURTHER INFORMATION
