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COURSE: BUSINESS MANAGEMENT

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ACADEMIC YEAR: 2018-2019

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TYPE OF EDUCATIONAL ACTIVITY: Characterizing

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TEACHER: DANIELA CARLUCCI

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Language: ITALIAN

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ECTS: 6

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n. of hours: 60

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Campus:Potenza  
School of Engineering  
Program: Mechanical Engineering

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Semester: I

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#### EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

##### LEARNING RESULTS

The objective of the course is to develop students' knowledge about the key dimensions of a company system and its functioning, as well as to develop the skills required to carry out -even if in basic terms- the plan of an organizational structure, an economic analysis of business results, an analysis of an investment, the management of a project and the representation of a business model.

At the end of the course the student will know about:

- company as a system and its competitive levers (with a specific focus on innovation)
- organisational features and structures of a company
- legal structures of company
- principles of accounting and financial statements analysis
- basics of budgeting
- approaches and tools of investment analysis
- approaches, methods and tools of project management
- basics of business modeling

##### **Knowledge and understanding**

At the end of the course the student will know the key dimensions of a company system and how it works, as well as he/she will know some approaches and methodological tools to understand and analyze how a company works.

##### **Ability to apply knowledge and understanding**

At the end of the course the student will have developed the following skills:

- understanding the functioning of the economic system and its competitive levers
- understanding and analyzing the organizational features of a company
- understanding and analyzing business accounting
- assessing the economic and financial aspects of organizations through numerical and qualitative parameters
- assessing the cost-effectiveness of investments
- solving complex organizational and management issues, by combining managerial, organizational, technological knowledge
- knowing and applying approaches, tools and techniques for project management
- managing a complex project
- developing basics of a business model

##### **Judgment autonomy**

The student will gain an integrated view of the main dimensions of a business system and its functioning.

##### **Communication Skills**

The student will be able to communicate properly on the various key aspects of a company and its functioning as well as on the main tools and methods of analysis related to organizational design, accounting and budgeting, investment decisions and project management.

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### Learning Skills

The student will be able to develop some simple applications of organisational structures planning, analysis of business results (with particular reference to economic aspects), decision-making on investments and project management. In addition, the student will be stimulated, e.g. through the project work, to deepen knowledge gained in the classroom, by consulting further sources and publications.

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### PRE-REQUIREMENTS

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### SYLLABUS

- Business and innovation
- Startup e lean methodologies
- 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 modelling: basics

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### TEACHING METHODS

The course includes 60 hours of theoretical lessons and tutorials in classroom.

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### EVALUATION METHODS

The assessment consists of a written test containing 5 (on average) exercises regarding the theoretical contents of the course. The duration of the test is of 2 hours (on average). In addition to the written test, a project work regarding a topic assigned during the course, has to be discussed. This discussion stands for the oral examination. In the absence of a project work the oral examination is optional.

The discussion of the project or the possible oral examination requires the successfully passed written exam.

The final assessment, in case of project work or oral examination, is not the average of the evaluations of written text and discussion.

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### TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

Main educational material is represented by Lecture notes /slides provided by the teacher available on a Dropbox folder

Some texts for further reading are

Cavaliere, 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

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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

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#### INTERACTION WITH STUDENTS

At the beginning of the course the professor describes the objectives, program and methods of appraisal and collects the list of students who intend to follow the course, with their name and emails. During the semester the professor shares with the students the educational materials through a dropbox folder.

Office hours' reception: Monday from 11:30 to 12:30 at the study.

In addition to weekly reception, the professor is available to receive the students after an e-mail or phone contact, and at the end of the lesson.

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#### EXAMINATION SESSIONS (FORECAST)<sup>1</sup>

15/02/2019, 19/03/2019, 16/05/2019, 24/06/2019, 19/07/2019, 27/09/2019; 28/11/2019

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SEMINARS BY EXTERNAL EXPERTS    YES     NO

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#### FURTHER INFORMATION

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<sup>1</sup>Subject to possible changes: check the web site of the Teacher or the Department/School for updates.