

## MANAGEMENT BASICS

[Professor Carlotta D'Este](#)

### ***COURSE AIMS***

The main goal of the course is making students aware of the role played by firms in modern economic systems (also in comparison to other actors such as families, the State and the non-profit organizations) and provide them with the fundamental concepts required for the economic analysis of firms' processes and structure, as well as the ability to use them in basic situations.

For this reason the lectures will introduce students to the main management functions, also describing the basic organizational structures and the tasks fulfilled by the main functions (administration & finance, marketing, sales, production, supply chain, R&D). The course will also introduce the basics of economic sustainability of business and the basic concepts and tools of business strategy.

### ***COURSE CONTENT***

<b>Lectures</b>	<b>CFU</b>
The economic activity and the nature of the firm.	1.0
Proprietorship and corporate governance	1.0
The structure of organizations.	1.0
Firms' environment: the relevance of industry analysis.	1.0
The concept of strategy: building firm's competitive advantage.	1.0
New network forms	1.0
Business ethics and corporate social responsibility	1.0
Financial accounting and the assessment of entities' financial performance	1.0

### **READING LIST**

Specific references will be supplied to students at the beginning of the course.

### ***TEACHING METHOD***

Lectures. Teamwork and in class discussions. Public presentations. Case studies.

### ***ASSESSMENT METHOD***

Assessment will take the form of a mix between: a) group assignments, in the form of formal team presentations of a case study (25% of final grade); b) a midterm individual exam, in form of multiple choice test (15% of final grade); c) the final individual written exam, in form of three open questions (60% of final grade).

Professor Carlotta D'Este will receive students after class and at the times posted.