



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Politiche e delle Relazioni Internazionali		
ACADEMIC YEAR	2017/2018		
BACHELOR'S DEGREE (BSC)	ADMINISTRATION AND ORGANISATION SCIENCE AND LABOUR CONSULTANCY		
SUBJECT	BUSINESS ECONOMICS		
TYPE OF EDUCATIONAL ACTIVITY	B		
AMBIT	50047-economico aziendale		
CODE	00294		
SCIENTIFIC SECTOR(S)	SECS-P/07		
HEAD PROFESSOR(S)	BIVONA ENZO	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	9		
INDIVIDUAL STUDY (Hrs)	162		
COURSE ACTIVITY (Hrs)	63		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	BIVONA ENZO Monday 17:00 18:45 Il ricevimento si terrà nella stanza del docente presso il Dipartimento DEMS (piano ammezzato) o via teams. Dopo aver prenotato il ricevimento, lo studente riceverà la conferma a mezzo email da parte del docente.		

PREREQUISITES	No prerequisites are required to attend the course.
LEARNING OUTCOMES	<p>Knowledge and understanding Students will know about the fundamental principles underlying the management, the development and the long term survival of an organization. They will gain a systemic picture of the organization and the way on how to design sustainable strategies. They also learn to analyse and diagnose business solvency and profitability, and to draw up 'dynamic' business plans.</p> <p>Applying knowledge and understanding Students will learn how to conduct a strategic diagnose and analysis of the current health status of an organization and to assess business solvency, profitability and competitiveness.</p> <p>Making judgements Students should be able to apply the knowledge acquired to foster empowerment, accountability, communication and learning, particularly in organisations operating in a complex and dynamic environment.</p> <p>Communication Students will develop skills to be able to present and discuss relevant literature as well as the result of their case studies.</p> <p>Learning skills Students will acquire skills that are required for self-studies of the literature on the subject and to investigate the relationship between business solvency and profitability, and systems performance.</p>
ASSESSMENT METHODS	<p>Student learning assessment is based on: (1) a written exam and (2) a oral exam.</p> <p>(1) A two-hour written examination is to ensure the acquisition abilities and skills required. The written exam consists in the analysis of the solvency and profitability of an organization financial statements.</p> <p>(2) At the end of the semester, the oral exam will assess student's knowledge acquisition of the management principles included in the program.</p> <p>Evaluation criteria (up to 30)</p> <ul style="list-style-type: none">- Excellent: 30-30 laude = very good knowledge of the topics, excellent communication skills, good analytical ability, the student is able to apply knowledge to solve proposed problems- Very good: 26-29 = Good knowledge of the subjects, very good communication skills, the student is able to apply knowledge to solve problems proposed- Good: 24 - 25 = basic knowledge of the main topics, good communication skills, with limited ability to independently apply knowledge to solve the proposed problems- More than sufficient: 21-23 = limited knowledge of the main topics, basic communication skills, poor ability to independently apply the knowledge acquired- Sufficient: 18-20 = minimum basic knowledge of the main topics, very little or no ability to independently apply the knowledge acquired- Insufficient = the student does not have an acceptable knowledge of the contents of the topics covered in the course
EDUCATIONAL OBJECTIVES	<p>This course is an introduction to the management principles. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. This class will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts.</p> <p>In the course students will be exposed to the theories and principles that are important for successfully managing organizations and people. Students will be introduced to a variety of principles, concepts, tools, and techniques that are important for understanding the changing business environment; elements of business planning; methods of design sustainable strategies to improve performance.</p>
TEACHING METHODS	Classroom lectures, case-study discussion, exercises and managers presentation.
SUGGESTED BIBLIOGRAPHY	<ul style="list-style-type: none">- Sorci C., Lezioni di Economia Aziendale, Giuffrè, Milano, 2014 (parti da 1 a 3, da pag 1 a pag 420) e appendice 3 (da pag 533 a 546)- Coda V. 2015, La Buona Gestione dell'azienda: Dedizione, Professionalità, Innovazione. Prolusione tenuta alla LIUCC-Università Cattaneo il 23 novembre 2015 per la inaugurazione del 25° anno accademico.- Bianchi C., Modelli di system dynamics per il miglioramento della performance aziendale. Verso un sistema di programmazione e controllo nella prospettiva dello sviluppo sostenibile, Ipsoa, Milano, 2009, Solo i paragrafi indicati in programma: Cap 1 – par. 1.1 – 1.2 – 1.3 – 1.4 – 1.5 – 1.6; Cap. 2 – par. 2.1 –

	2.2 – 2.3 – 2.6 – 2.7; Cap 3 – par. 3.7 – 3.7.1 – 3.7.2 – 3.7.5 Casi aziendali forniti dal docente
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SYLLABUS

Hrs	Frontal teaching
2	The definition of business management. The organization as system. Business success. The business cycle. The management principles underlying business continuity and growth: solvency and profitability. Administrative year. Financial and monetary dimension.
2	The relationship between net income and equity. The Balance Sheet
2	The relationship between net income and equity (continued): The matching principle
2	The relationship between net income and equity (continued): The Financial Statement
2	The relationships between Balance Sheet and Income Statement. Economic and Liquidation value.
2	The economic value
2	Balance Sheet analysis to determine business solvency
2	Income statement analysis to determine business profitability
2	The internal flow of funds.
2	Profitability analysis
2	Limits of financial ratios. The business success.
2	Cost analysis. The break even point. Budget programs. Indirect costs allocation.
2	Operating income drivers
2	The contribution margin model in the short term decisions
2	The contribution margin model in the long term decisions
2	System dynamics modelling (continued)
2	System dynamics modelling (continued)
2	System dynamics modelling (continued)
2	System dynamics modelling (continued): positive e negative feedback
2	The modelling process
2	Discussion of previous topics
2	Discussion of previous topics
Hrs	Practice
2	Financial and monetary dimension: the matching principle (Orange club)
2	Financial ratio analysis: business solvency analysis
2	Financial ratio analysis (continued): business profitability
2	Budgeting programs: De Agostino Srl
3	The contribution margin model in the short term decisions (Bonlieu case)
2	Case-study discussion
2	Modelling production, inventory, personnel and product lifecycle
2	Case-study discussion
2	Case-study discussion