



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2020/2021		
BACHELOR'S DEGREE (BSC)	ECONOMICS AND BUSINESS ADMINISTRATION		
INTEGRATED COURSE	BUSINESS ECONOMICS - INTEGRATED COURSE		
CODE	17115		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	SECS-P/07		
HEAD PROFESSOR(S)	RUISI MARCANTONIO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)	BRONZETTI GIOVANNI	Professore Ordinario	Univ. di PALERMO
	RUISI MARCANTONIO	Professore Ordinario	Univ. di PALERMO
CREDITS	12		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	Annual		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	BRONZETTI GIOVANNI		
	Wednesday 11:00	12:00	Piattaforma Teams
TEACHER OFFICE HOURS	RUISI MARCANTONIO		
	Tuesday 10:00	12:00	Ufficio 4.5 piano 4°

DOCENTE: Prof. MARCANTONIO RUISI

PREREQUISITES	no prerequisites
LEARNING OUTCOMES	Capability to apply the learned knowledge in business administration to real business and reality.
ASSESSMENT METHODS	The first module will finish with an intermediary oral proof that will weight for the 50% on the final mark. The same percentage it will regard the second module that will be evaluated with another (final) oral proof.
TEACHING METHODS	Lessons

MODULE MODULE 2

Prof. GIOVANNI BRONZETTI

SUGGESTED BIBLIOGRAPHY

Ruisi M. Progettare startup. Virtù imprenditoriali, modelli di business, piani di fattibilità, gamification, Giappichelli Torino, 2019.

AMBIT	50065-Aziendale
INDIVIDUAL STUDY (Hrs)	102
COURSE ACTIVITY (Hrs)	48

EDUCATIONAL OBJECTIVES OF THE MODULE

The main objectives of this module are: to provide students with a reflection occasion on the main entrepreneurial virtues and the features of a typical startup phenomenon; to know and apply the most popular business models for startup; to learn how to write a successful business plan and how to prepare an effective elevator pitch; to learn how to apply gamification to the startup phenomena; to finance the startup process.

SYLLABUS

Hrs	Frontal teaching
4	Introduction to entrepreneurship
4	Entrepreneurial virtues
8	What is a business model: different theoretical approaches
8	How to write a winning business plan
8	What is gamification and how it is important for startup
8	What is and how to prepare an "elevator pitch"
8	How to finance a startup process

MODULE MODULE 1

Prof. MARCANTONIO RUISI

SUGGESTED BIBLIOGRAPHY

- Sorci C., Lezioni di Economia Aziendale, II ediz., Giuffrè, Milano, 2015

"Eventuali studenti non frequentati o lavoratori possono concordare con il docente un programma di studi alternativo".

AMBIT	50065-Aziendale
INDIVIDUAL STUDY (Hrs)	102
COURSE ACTIVITY (Hrs)	48

EDUCATIONAL OBJECTIVES OF THE MODULE

The main goals of the subject is to develop a mental framework and practical tools to discover and produce information useful to manage a firm.

SYLLABUS

Hrs	Frontal teaching
4	What a firm is: general definition, principles of governance and management, different types.
4	Determinants of the firm's success. The entrepreneurial values.
2	The firm's governance: different model of governance.
2	Organisational items: the structure (who is responsible/makes what?), the routines of the structure (how the firm works?), the leadership (who decides?).
4	Balance Sheet assets
6	Income statement
6	Financial and economic analysis; margins and ratios (particularly referred to the tourism sector)
2	Cash flow analysis
2	The financial dynamics. Different types of capital
6	Cost Accounting and cost management
4	Break-even analysis
4	Budgeting and Control
2	Economic obsolescence