



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2021/2022		
BACHELOR'S DEGREE (BSC)	ECONOMICS AND BUSINESS ADMINISTRATION		
INTEGRATED COURSE	BUSINESS ECONOMICS AND MANAGEMENT - INTEGRATED COURSE		
CODE	21214		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	SECS-P/08		
HEAD PROFESSOR(S)	DI BETTA PAOLO	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)	DI BETTA PAOLO	Professore Associato	Univ. di PALERMO
CREDITS	14		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	DI BETTA PAOLO Wednesday 11:00 12:00 Per gli studenti di PALERMO: Piano 4, stanza del prof. Edificio 13, viale delle Scienze, PA Friday 13:00 14:00 Per gli studenti AGRIGENTO: villa Genuardi dopo la lezione		

DOCENTE: Prof. PAOLO DI BETTA

PREREQUISITES	Preliminary, general knowledge of business administration. Workable knowledge of the Income statement and the balance sheet. No prerequisites required.
LEARNING OUTCOMES	Ability to utilize appropriately the terminology, concepts, and practice of management, with special regards to finance and marketing. The student must be able to evaluate the context in which the acquired concepts should be applied, distinguishing between the occasions and decide accordingly.
ASSESSMENT METHODS	Written exam, multiple choice. Knowledge of the subject. Ability to perform some calculations of managerial import. The grade will result from the (eventually) weighted average of the number of correct answers from the test. Grades: the assessment is carried out of thirty. Rejected: Not sufficient 18: Just sufficient 19-21: Fully sufficient / More than sufficient 22-24: Fairly good 25-27: Good 28-29: Very good 30: Excellent. 30 "e lode": Excellent cum laude
TEACHING METHODS	Lectures and exercises

**MODULE
INVESTMENT AND FUNDS MANAGEMENT**

Prof. PAOLO DI BETTA

SUGGESTED BIBLIOGRAPHY

TESTI CONSIGLIATI Dallocchio M., Salvi A., 2021. Finanza d'azienda, quarta edizione, EGEA. CAPITOLI DA 1 A 40 (ESCLUSO IL 39).

AMBIT	50069-Aziendale
INDIVIDUAL STUDY (Hrs)	96
COURSE ACTIVITY (Hrs)	54

EDUCATIONAL OBJECTIVES OF THE MODULE

Analyze the typical objectives of the finance department in firms, within the general objective of creating value. Particular attention will be devoted to investment decisions, dividend policy and to creating and measuring value creation.

SYLLABUS

Hrs	Frontal teaching
24	The finance department: objectives and role. Corporate governance Financial analysis. Investment and financing decisions Financial planning. Financial value of time Shares and bonds Risk and return. Cost of capital and financial structure Evaluating investments Dividend policy Enterprise value
Hrs	Practice
30	Cost of capital and financial structure investments evaluation Enterprise value

**MODULE
MARKETING AND BUSINESS MANAGEMENT**

Prof. PAOLO DI BETTA

SUGGESTED BIBLIOGRAPHY

- Baroncelli A., Serio L. (2020). Economia e gestione delle imprese. Seconda edizione. McGraw-Hill. TUTTO.
- Jean-Jacques Lambin (2021), Marketing strategico e operativo. Market-Driven Management, McGraw-Hill, 8a ed. TUTTO

AMBIT	50069-Aziendale
INDIVIDUAL STUDY (Hrs)	128
COURSE ACTIVITY (Hrs)	72

EDUCATIONAL OBJECTIVES OF THE MODULE

The course comprises three phases:

- 1) the relations with the business environment and the enlarged environment that includes the stakeholders.
- 2) managerial practices regarding strategic management, production, logistics and other functional areas of management, management of alliances, networks;
- 3) marketing management, including strategic marketing and operational marketing.

SYLLABUS

Hrs	Frontal teaching
32	Market Economy. Stakeholder theory. Resource based view. Alliances. Networks. Marketing management: strategic marketing management and operational marketing: the 4 P's of marketing management: price, product, place and promotion/communication. Oishi case study. Stakeholders. strategic business area. Segmentation.
Hrs	Practice
40	The market economy. Oishi case study. Stakeholders. Strategic business area. Segmentation