



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Ingegneria
ACADEMIC YEAR	2022/2023
BACHELOR'S DEGREE (BSC)	DIGITAL ENTERPRISE INNOVATION ENGINEERING
SUBJECT	BUSINESS ECONOMICS
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50288-Ingegneria gestionale
CODE	02704
SCIENTIFIC SECTOR(S)	ING-IND/35
HEAD PROFESSOR(S)	LO NIGRO GIOVANNA    Professore Ordinario    Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	9
INDIVIDUAL STUDY (Hrs)	144
COURSE ACTIVITY (Hrs)	81
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	3
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	<b>LO NIGRO GIOVANNA</b> Monday    11:00    14:00    il ricevimento va prenotato entro il venerdì della settimana precedente. Si consiglia di concordare con il docente un orario anche diverso da quello indicato attraverso una email all'indirizzo <a href="mailto:Giovanna.Ionigro@unipa.it">Giovanna.Ionigro@unipa.it</a> .

<b>PREREQUISITES</b>	Discounted Cash Flow Analysis Microeconomics: Consumer behaviour Microeconomics: production economics and market structures
<b>LEARNING OUTCOMES</b>	<p>knowledge and understanding:</p> <ul style="list-style-type: none"> <li>• The student at the end of the course will get the knowledge required to understand the firm financial performances and the link between balance sheet figures and managerial/strategic/operations decisions. He will be able to understand the cost structure of the firm.</li> </ul> <p>applying knowledge and understanding:</p> <ul style="list-style-type: none"> <li>• The student will be able to perform a ratios-based and cash flows balance sheet analysis. He/she will be able to arrange a Financial Statement forecast and to apply the Canvas Business Model to a new entrepreneurial idea. He/she will be able to estimate the product/service cost and price and to performe a break even analysis.</li> </ul> <p>making judgements:</p> <ul style="list-style-type: none"> <li>• The student will be able to assess a firm from a financial point of view and find out solutions to improve its financial conditions making long and short period decisions involving different managerial activities (for example decisions related to the buy-make-sell model, production mix, investments and so on).</li> </ul> <p>communication skills:</p> <ul style="list-style-type: none"> <li>• The student will be able to discuss his/her opinion about the firm "to-do" according to the "as-is" and aiming to achieve some specific results, to present a business plan targeting specific financial goals. He will also be able to talk about a new entrepreneurial idea using the Canvas business model.</li> </ul> <p>learning skills</p> <ul style="list-style-type: none"> <li>• The students will be able to update his/her knowledge about the course's topics; he will also be able to understand the scientific papers about them.</li> </ul>
<b>ASSESSMENT METHODS</b>	<p>A written exam (in itinere written test+final written test) + an oral exam.</p> <p>1. Assessment procedure for the Written Exam</p> <p>During the course, according to the course timetable, the student can take an itinere test. This test has to be completed with the final test that will take place at the end of the course and befor the regular exams.</p> <p>The written examination (in itinere + final, or unique written examination) will seek to determine the possession of skills, abilities and skills required It consists of one or more problems to assess the student knowledge about his/her ability to codify economic transactions into accounting records to understand the balance sheet, prepare a financial statements forecast, estimate the product/ service cost and price. In the written exam the theoretical comments of the numerical findings are appreciated. The assessment is expressed in thirtieth and admission to oral test is determined by a minimum score (15), in case of lower score the exam fails.</p> <p>2. Evaluation criteria for the oral examination</p> <p>The oral test consists of an interview, in order to check the student's skills and knowledge</p> <p>disciplinary provided by the course; the evaluation is expressed in thirtieths.</p> <p>The oral test consists of an interview, in order to check that you have the skills and knowledge</p> <p>disciplinary provided by the course; the evaluation is expressed in thirtieths.</p> <p>The questions (three at least), both open and semi-structured are specifically designed to test the results of learning provided for. Usually, some comments about the written exam are required. The interview wants to assess the knowledge captured; the processing capacity; the ability to talk properly about the main topics. In particular, the ability to understand the financial statement figures, to find out solutions to improve the current unsatisfactory firm financial performances, to apply the cost accounting methods are tested during the oral exam.</p> <p>The final evaluation will take into account both the score of the written exam (50%) and that of the oral exam.</p> <p>Excellent 30-30 and praise, outstanding knowledge of the topics, excellent properties of language, good analytical ability, the student is able to apply knowledge to solve complex problems. He should solve complex problems that require a deep understanding of all the topics of the course and the ability to jointly use them. He should also be able to know how to find the information needed to solve the problem.</p> <p>Very Good 27-29, Good command of the main topics (balance sheet and cost accounting), full of language, the student is able to apply knowledge to solve problems proposed</p> <p>Good 24-26 basic understanding of the main topics, discrete properties of language, with some abilities to independently solve the proposed problems</p> <p>Satisfactory 21-23, the student has not fully mastered the main teaching subjects but he/she has the knowledge, satisfactory property language, poor ability to independently apply the knowledge acquired</p>

	<p>Sufficient 18-20, Minimum basic understanding of the major teaching (balance sheet structure, its ratios and costs classifications, break even analysis) and technical language issues, very little or no ability to independently apply the knowledge acquired</p> <p>Insufficient, it does not have an acceptable knowledge of the contents of the topics covered in the teaching.</p>
<b>EDUCATIONAL OBJECTIVES</b>	<p>INTRODUCTION: firm definition and objectives, legal framework, elements of corporate governance, the main organizational functions.</p> <p>FINANCIAL STATEMENT AND COST ACCOUNTING: balance sheet aim and structure, balance sheet analysis and ratios, reconciliation of cash flow; cost classification, cost accounting and main costing methods</p> <p>MANAGEMENT DECISION TOOLS: decision criteria: break even analysis. Business plan.</p>
<b>TEACHING METHODS</b>	Frontal lessons. Classroom exercises.
<b>SUGGESTED BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>•Slides of the course;</li> <li>•R. A. Anthony, D. M. Macri, L. K. Pearlman, Il bilancio – analisi economiche per le decisioni e la comunicazione della performance – XV edizione McGraw- Hill; ISBN 978-88-386-9869-9</li> <li>•Anthony – Hawkins – Macri' – Merchant, Sistemi di Controllo, analisi economiche per le decisioni e la comunicazione della performance – XV edizione McGraw- Hill; ISBN 978-88-386-9872-9</li> </ul>

## SYLLABUS

Hrs	Frontal teaching
1	Introduction: aim of the course
2	Firm definition, legal framework, corporate governance basics
1	Business Organizations basics
3	Financial statement: objectives, stakeholders, components
2	Accounting Policies
6	Balance sheet and its formats (financial, functional, italian format)
6	Income statement and its formats (cost of sales, added value, Italian schema)
4	Double-entry book-keeping
2	Inventories measurement
7	Financial Statement ratios analysis
3	Ratios and financial leverage
5	Financial statement forecast
3	Cash flow statement
2	Cost Accounting: objectives
2	Costs classification, break even analysis
3	Cost accounting methods: full costing, direct costing, ABC
Hrs	Practice
4	Balance sheet and its formats (financial, functional, italian format)
4	Income statement and its formats (cost of sales, added value, Italian schema)
3	Double-entry book-keeping
1	Inventories measurement
3	Financial Statement ratios analysis
3	Ratios and financial leverage
4	Financial statement forecast
3	Cash flow statement
2	Costs classification, break even analysis
2	Cost accounting methods: full costing, direct costing, ABC