
Business Administration B

Finalità

The course offers an advanced overview on management issues in companies covering in some main functional areas: planning and control, marketing, corporate finance, organization.

Programma

1) Planning and Control
management accounting
activity based costing
balanced scorecard

2) Marketing Strategy
business analysis
business segmentation
strategic marketing decisions
strategies about new products

3) Corporate Finance
principles of corporate finance
business development and financial dynamics
business planning

4) Organization
basics of organization theory

Attività d'esercitazione

The class will combine in-class explanation of the background material, problem-solving and case discussions. Problems and cases will be assigned regularly during the semester.

Modalità d'esame

The assessment consists of a written-oral examination.

Testi consigliati

Part 1: Garrison R.H., Noreen E.W., "Programmazione e controllo - managerial accounting per le decisioni aziendali", McGraw-Hill, capitoli 1,8,9,10.

Part 2: Lambin J.J., "Marketing strategico e operativo - market-driven management 4/ed", McGraw-Hill, capitoli 4,5,6,7.

Part 3: Pavarani E., Tagliavini G., "Pianificazione Finanziaria", McGraw-Hill, capitoli 4,5,6.

Part 4: Dispensa di Economia ed Organizzazione Aziendale, A.A. 2004-2005, Libreria Universitaria Santa Croce, parte V.