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# 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.