



Code: SECS-P/07

Credits: 9

Matter: Business Management

Main language of instruction: Italian

Other language of instruction: English

Teaching Staff

Head instructor

Prof. MARIO RISSO - mario.risso@unicusano.it

Introduction

1. Objective of the course :

The teaching of the course "Business Management" aims primarily to students to achieve the content and operation between enterprise and environment.

The course aims to examine the governance, management and organization of the company with reference to the reciprocal relationships held by companies with the competitive advantage. The course adopts the method of systemic analysis, offering an updated point of view of the behavior of European and international companies.

Objectives

2. Course Structure:

The course is organized in seven modules/targets.

- *illustrate the operation of enterprise in its components (parts and participants) and the relationship between enterprise and task/general environment.*
- *describes the most important business functions.*
- *illustrate the evolution over time of the main business models.*
- *Explore the relationship between governance and management*
- *What is the systems theory and focus the conditions of systemicity and competitiveness of the company*
- *illustrate the dialectical relationship between enterprise and environment and the four adaptation strategies.*
- *analyze change management*

Competencies:

The student will have acquired the basic knowledge and the analytical and operative tools to understand and interpret the problems of the operation of companies in complex environments. he will have understood the role of human resources, and the co-evolution of the relationship between the environment and the various adaptation strategies. The Etivities provide for the application of theoretical knowledge to practical problems to be solved with the help of exercises, forums and group work. the student will be able to describe and make conversation with reference to business and management choices and their compatibility with the aims of the companies.

Syllabus

3. Programme of the course:

- Module 1.** Enterprise and division of work
- Module 2.** Business functions
- Module 3.** Evolution of business models
- Module 4.** Governance and Management
- Module 5.** Managerial Conditions for competitiveness
- Module 6.** Adaptation matrix and adaptation strategies
- Module 7.** Change Management

Evaluation system and criteria

The assessments of course is based on the following criteria:

1) Final exam (50% of grade):

This exam will have two parts:

- 1) An objective test or multiple choice answers, the student should tick the right answer.
- 2) A written test, in which the student should choose between 2 questions. That question will correspond to a specific point headings contained in the program of the sessions of the course. The evaluation of the written test will be determined by the degree of knowledge that is manifested in the response to the question and, not least, also the expression of economic language. Also, consider the complement of learning with recommended reading.

Bibliography and resources

4. Materials to consult:



UNICUSANO
ROME

*Contemporary management / Gareth R. Jones, Jennifer M. George New York :
McGraw Hill Education, 2018*

Slides, etivity, forum on the e-learning platform.