



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## Management basics

Prof. CARLOTTA D'ESTE

### COURSE AIMS

The main goal of the course is making students aware of the role played by firms in modern economic systems (also in comparison to other actors such as families, the State and the non-profit organizations) and provide them with the fundamental concepts required for the economic analysis of firms' processes and structure, as well as the ability to use them in basic situations.

For this reason, the lectures will introduce students to the main management functions, also describing the basic organizational structures and the tasks fulfilled by the main functions (administration & finance, marketing, sales, production, supply chain, R&D). The course will also introduce the basics of economic sustainability of business and the basic concepts and tools of business strategy.

### COURSE CONTENTS

Lectures	CFU
The economic activity and the nature of the firm.	1.0
The structure of organizations.	1.0
Firms' environment: the relevance of industry analysis.	1.0
The concept of strategy: building firm's competitive advantage.	1.0
Leadership, management and entrepreneurship.	1.0
Seminars	CFU
Introduction to financial accounting; the nature and purpose of financial information.	0.5
Financial Statements: introduction and general accounting principles.	0.5
The balance sheet statement	0.5
The Income statement. Depreciation methods and evaluation of stocks.	0.5
The Cash flow statement	0.5
Measuring company performance: Financial Ratios.	0.5



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## SCHEDULE

Fall semester

## TEACHING METHOD

Lectures. Teamwork and in class discussions. Public presentations. Case studies.

## COURSE REQUIREMENTS

It is strongly recommended to attend classe.

## CREDITS

8 ECTS

## ASSESSMENT METHOD

Assessment will take the form of a mix between: a) group assignments, in the form of formal team presentations of a case study (25% of final grade); b) a mid-term individual exam, in the form of multiple choice test (15% of final grade); c) the final individual written exam, in the form of three open questions (60% of final grade)

## COURSE READINGS AND MATERIALS

Specific references will be provided to students at the beginning of the course. Professor Carlotta D'Este will receive students after class and at the times posted.

## INSTRUCTOR BIO

Prof. Carlotta D'Este

[http://docenti.unicatt.it/ita/carlotta\\_deste/](http://docenti.unicatt.it/ita/carlotta_deste/)

## E-MAIL ADDRESS:

[carlotta.deste@unicatt.it](mailto:carlotta.deste@unicatt.it)