

year	Courses	ECTS	hours	Learning outcomes:
1	Microeconomics	8	60	The aim of the course is to introduce students to the basic analytical tools for understanding the behaviour of economic agents (individuals, firms, public authorities) and their interactions in the market. At the end of the course students are able to: (a) analyse consumers' expenditure and firms' production decisions; (b) understand the interactions between consumers and firms in the market; (c) analyse the role of public policies in dealing with market failures.
1	Global Economic history	8	60	The aim of the course is to outline the process leading to the formation of the modern world economy in a broad institutional, cultural and chronological perspective. Special attention will be devoted to the waves of economic revolutions western Europe was home to and the global impact they had. At the end of the course students are able to: (a) understand the main factors and stages of global and European economic development; (b) grasp the complexity of historical processes; (c) understand concepts, principles and issues drawn from the social and economic sciences; (d) appreciate the constant interplay of economic systems, institutions, social and cultural dimensions.
1	Principles of accounting	8	60	This course is designed to provide students with a solid basis of accounting. At the end of the course students are able: (a) to understand the difference between accrual accounting and cash flows; (b) to understand the nature of the information on the income statement, the balance sheet, and the statement of cash flows; (c) to know the meaning of some of the more frequently used terms on a set of financial statements, such as depreciation, prepaid expenses, and allowances for doubtful accounts.
1	Management (I.C.):			
	- Fundamentals of management	6	45	The goal of this course is to provide students with a framework of the core concepts of firms' management. By the end of the course students understand the main management problems, learn about strategic decision management, and are able to apply tools and techniques useful to support management's processes in the areas of marketing, finance, human resources, logistics and supply chain management.
	- Introduction to finance	6	45	The aim of this course is to provide students with a set of analytical and methodological tools and techniques to value financial assets (bonds and stocks) and to choose which project to pursue among several different investment alternatives. At the end of the course students will be able to: (a) adopt different criteria for investment choices under certainty; (b) utilize annuities and amortization plans tools; (c) formulate and solve basic mathematic problems characterizing corporate investment and financial decisions.
1	Mathematics	8	60	The course aims at giving the student a basic knowledge of differential and integral calculus, and linear algebra for the study of economics, financial and statistical analysis. By the end of the course students have the ability to perform basic operations with vectors and matrices, to compute determinants, and to solve linear systems. As far as calculus is concerned, they can apply the methods of differential and integral calculus to plot the graph of functions, to compute the area of plane domains, and to find and classify critical points of functions of two variables.
1	Principles of law	8	60	This course is designed to explore the legal foundations of the market, through the study in comparative perspective of a number of doctrines derived from different legal traditions. Particular emphasis will be placed on the law of obligations and business contracts, with a special focus on the European law of regulated markets. By the end of the course, students have acquired a general understanding of the working of the legal system and grasped the main peculiarities of the different legal traditions, by means of proper legal terminology.
1	Business English and Cultural Management (I.C.):			
	- Cross Cultural Management	3	30	This course focuses on managing work teams in ways that consider the differences in cultures, practices and preferences in a global or international business context. While international business dealings go back hundreds of years, intercultural interactions have increased in importance with more firms having access to wider markets. After completing this course, students are able to describe cultural dimensions, enact cultural intelligence, develop strategies to serve as a bridge-builder and conduct cross-cultural negotiations.
	- Business English	3	30	This course introduces students to the use of English in business. By the end of the course students are able to: (a) understand the main ideas of different types of texts on both concrete and abstract topics, including technical discussions in the field of economics and management; (b) interact with a good degree of fluency and spontaneity, highlighting the personal significance of events and experiences, supporting their views by providing relevant explanations and arguments; (c) expand their vocabulary range and accuracy to communicate effectively on common, concrete and business-related topics.
1	Computational tools	3	30	This course provides students with basic information technology notions, including: the use of a computer connected to the internet, spreadsheets, the Web and firm information systems. Considering both proprietary and open source technologies. At the end of the course, students are expected to have a basic skill for: (a) using personal computers and spreadsheets; (b) using the Web, search engines and communication mechanisms; (c) using firm information systems.
		61		

year	Courses	ECTS	hours	Learning outcomes:
2	Accounting for Decision Making (I.C.):			
	- Management Accounting	8	60	The course provides students with the main techniques of management accounting i.e. the budgeting process, the reporting process and the cost accounting techniques. At the end of the course students are able: (a) to know the aims of the management accounting system of a company and its most relevant components; (b) to know the role and the main steps of the budgeting process; (c) to know the role and the main steps of the reporting process; (d) to know the meaning of the terms cost object, cost center, direct costs, indirect costs, overhead costs, variable and fixed costs, cost allocation and cost systems; (e) to know and apply the technique of cost-volume-profit analysis, how to prepare such an analysis, and its uses and limitations; (f) to know how to apply cost analysis for supporting short-term managerial decisions; (g) to know how to develop and to assess the cost accounting system of a company (direct costing, full costing, activity-based costing).
	- Analysing and Interpreting Financial Statement Lab	4	40	The course provides students with the main techniques of analysis of financial statement, useful to understand the financial performance of an organization and for strategic decision-making. At the end of the course students are able: (a) to understand the role of profit as a source of financing; (b) to understand some of the important financing considerations that organizations face; (c) to understand how ratios can be used to help analyze an organization's financial statements and how these analyses can be used to take action.
2	Marketing	8	60	The goal of this course is to provide students with an understanding of the main operational and strategic marketing strategies. Students are provided with the tools to implement a market analysis and to plan effective communication, price, brand and distribution strategies. By the end of the course students are able to: (a) analyze consumer decision making process; (b) understand segmentation and positioning strategies; (c) move from the analysis to the implementation of operational marketing mix variables.
2	Organization and management (I.C.):			
	- Organization	6	45	The aim of the course is to provide students with the basic knowledge to understand the organization as cognitive synthesis, the evolutive path of the organizational theory in its different phases of methodological development together with the analysis of business management from the organizational point of view. At the end of the course students are able to: (a) understand the organizational issues of different business functions; (b) know how to evaluate the organizational structures and processes; (c) use specific softwares dedicated to analysis and solutions of organizational problems.
	- Management skills lab	3	30	The aim of the course is to provide students with the theoretical and practical framework related to the profile Staff, Competencies, Motivations and performance required to top managers and middle managers. At the end of the course students are able to: (a) understand the key issues related to the evaluation of managers and curricular components; (b) analyze the management's aspects linked to the business dimension, to the phase of life cycle and to the strategic focus in connection with the elaboration and management of business plans; (c) evaluate and use the potentialities of the networking approach in project and business networks development.
2	Macroeconomics	8	60	The aim of the course is to introduce students to the basic methods and topics of macroeconomic analysis and to ensure their understanding of macroeconomic equilibrium in closed and open economies. At the end of the course students are able to: (a) define the main macroeconomic variables; (b) understand the determinants of aggregate demand and aggregate supply, and of macroeconomic equilibrium in the short and in the long run; (c) understand the motivation of fiscal and monetary policy and the role of expectations in influencing their impact on the economic system.
2	Statistics	8	60	The course provides students with such statistical techniques as graphical tools and summary measures for single and multiple variables, estimation, and hypothesis testing for Gaussian and Binomial populations. At the end of the course students have (a) acquired knowledge of the main statistical techniques for exploratory data analysis and the fundamental concepts of probability and inference from random samples and (b) developed skills to solve elementary probability problems.
2	Labour and commercial law (I.C.):			
	- Commercial and international law	6	45	The course aims to provide students with the main principles of business law, company law and competition law. Hence, its focus is on the different ways to carry out business activities regulated by the legal system, such as the different companies that it is possible to establish. In this context, the analysis will include the main principles of civil law jurisdictions in comparison with the principles of common law jurisdictions, and the most important international contracts, which usually are signed by companies while performing their business. A specific focus is devoted to the most important principles of the Anglo-Saxon systems of company law, such as the corporate governance theories and the corporate governance structures of companies, the responsibility of the directors and the position of the shareholders. At the end of the course students are able to: (a) find and choose the best legal solutions to carry out properly and efficiently business activities; (b) use the different types of contracts, both regulated and unregulated, in order to deal with suppliers and clients of the firms; (c) find and choose the best legal form to perform business.
	- Labour law	6	45	The course aims to provide students with a general knowledge of the individual employment relationship regulation. At the end of the course students are able to: (a) understand the principal obligations of the employment relationship and the basic functioning of industrial relations; (b) use the main legal instruments related to the management of employment relationships; (c) understand the main issues related to the new emerging models of work, in the national and international contexts.
		57		

year	Courses	ECTS	hours	Learning outcomes:
3	Applied Business Strategy	6	45	The goal of this course is to implement the main marketing strategies using a business game to simulate a real market scenario. Making decisions and allocating resources among different marketing variables will improve students' knowledge of both operational and marketing strategies. Students use marketing techniques to analyze data and improve their decisions. By the end of the course students are able to (a) implement effective marketing strategies and (b) evaluate the level of effectiveness of their decisions.
3	Corporate finance	8	60	The aim of this course is to provide the students with a set of analytical tools and techniques useful to explore the most relevant important investment and financing decisions taken by firms at different stages of their life cycle. At the end of the course students are able to: (a) select the best business investment strategies a firm should undertake; (b) calculate and interpret the company's cost of capital; (c) identify the main financing sources available to companies.
3	Investments	6	45	The purpose of the course is to evaluate investment decisions regarding asset allocation among alternative financial securities traded in the financial markets (bonds, stocks and derivatives). By the end of the course, students learn (a) how to evaluate the risk and the return associated with the securities traded in the financial markets (b) to effectively employ the modern portfolio theory in the selection of the securities.
3	Industrial Economics	8	60	The course is centred around the concept of market power, with the aim of assessing how firms' and consumers' choices, and ultimately welfare, are affected by competition policy. To do so, the course considers a variety of issues in the field of industrial organization: price discrimination, bundling, product variety and quality. The course also applies the concept of market power to the international setting, to study the behaviour of firms and multinational companies under different competitive and contractula regimes, and to derive normative implications for competition policy in a global environment.
3	Quantitative methods for management (I.C):			
	- Business statistics	6	45	This course introduces students to the study of the main applied statistical methods to extract useful information from business databases and to support the management decision process. Thanks to a working knowledge of methods, at the end of the course students are able (a) to select the most appropriate statistical methodology to analyse the business phenomena, (b) to critically interpret empirical results and (c) to effectively report the analysis to non-statisticians.
	- Econometrics	6	45	Nowadays, applied work in business management requires a solid understanding of econometric methods to support decision making. The course aims at deepening theoretical and practical knowledge of the methods for conducting empirical research through the specification of a testable empirical econometric model; the estimation of unknown parameters based on observed data (cross-section and panel data); the evaluation of the nature of the error term and hypotheses testing; the conditions to obtain sensible results with a causal interpretation; how to critically understand empirical articles. Data samples and an econometric software will be used to estimate and evaluate models during hands-on sessions.
3	Analytics for Management (IC):			
	- Management control systems lab	3	30	The course aims to provide students with some tools and techniques of cost management in several contextes (for-profit, non-profit, private, public). By the end of the course students are able to: (a) to define the network of responsibility center, the different types of responsibility centers, and the basis for choosing the most appropriate type; (b) to understand what are the phases of the management control process and the characteristics of each; (c) to understand some of the issues involved in measuring non-financial performance and to implement effective integrated (financial and non-financial) measurement systems.
	- Business Analytics	3	30	At the end of the course students master the design, creation and interpretation of corporate Business Intelligence (BI) and Business Analytics (BA) reports. They will understand the different design choices and technologies and the different options on how to implement BI and BA reports. The course will also discuss Descriptive, Prescriptive and Predictive Analytics and show how to include in a BI report Analytics calculations using R.
3	Electives	12		
3	Final examination	4		After completion of the dissertation students should be able to: - show evidence of a critical and holistic knowledge and have a deeper understanding of a specific topic concerning their chosen subject area; - understand the relationships between the theoretical concepts taught in class and their application, justifying the selective and critical use of material, data and interdisciplinary approaches adopted; - show evidence of ability to plan and manage a project within deadlines
		62		