Workshop: Introduction to Strategic Management Economics ClamdalM
A.Y 19-20

Teacher: Francesco Bergamaschi

Learning outcomes

At the end of the workshop, student has a basic knowledge of the general principles of the discipline and the basic analysis of the market equilibrium on a IS/LM basis, the methodological approach (scientific method, micro- vs macro-economics, etc) and a clear understanding of the impact of macroeconomic facts on business and management. The course switches between theory and practical applications: understanding economic news, how to interpret them in the IS/LM model and in the real world with a business management perspective in order to plan actions through a SWOT.

Contents

- Introduction to the current status of Economics. Impacts on Management.
- Wrap up and back to the current status of Economics for a final review through the learnt concepts and insights. Impacts on Management. Introduction to Strategy and Economics. SWOT analysis example.

Readings/Bibliography

To refresh math, it is suggested the following textbook: Mike Rosser / Basic Mathematics for Economists - chapters 1 to 6, 8 and 14.

Teaching methods

Lectures in class. Homeworks and review in class.
Assessment methods: No formal final test is scheduled, as this is a crash course.