

**SUBJECT**

**ELEMENTI DI IMPRESA E MANAGEMENT**

**SSD** (Settore Scientifico-Disciplinare)

SECS-P/08

**PROFESSOR**

ELENA BERETTA

**OBJECTIVES**

The aim of this course is to provide students with theoretical and applied knowledge on business and general management. The course is structured to provide a broad overview of the key concepts, strategies and in-depth understanding of the dynamic nature of business and the role of management within various organizational settings. Through an examination of the primary strategic and operational activities of firms, this course endeavors to:

1. **Outline a Strategic Framework:** Students will explore the core strategic business activities, engaging with diverse strategic models and paths. This exploration aims to build a comprehensive framework that captures the essence of strategic planning and decision-making in a business context.
2. **Develop Analytical Competency:** A significant portion of the course is dedicated to introducing and applying analytical tools crucial for dissecting the characteristics and trajectories of different industrial sectors. This focus is intended to enhance students' ability to critically analyze market trends, sectoral dynamics, and the broader economic environment.
3. **Bridge Theory and Practice:** Recognizing the importance of practical application, the course integrates case studies, real-world examples, and hands-on projects.

**CONTENTS**

- Introduction to Business Economics: Overview of fundamental economic principles and their application in the business world
- Business Cycles: Analysis of economic cycles and their impact on business decisions and performance
- The Structure and Types of Firms: Examination of the different forms of business enterprises and the factors influencing their selection
- Leadership in the Business Context: Insights into the role of leadership and the qualities of an effective leader
- Innovative Business Models: Exploration of emerging business models and their impact on the marketplace
- The Business Model Canvas: Learning to use the Business Model Canvas tool for designing business models
- The Role of AI in Business: Discussion on the transformative applications of artificial intelligence in the business sphere
- Business Growth Strategies: Methods and strategies for business expansion and development
- Industry and Competitive Analysis: Tools and techniques for analyzing the competitive environment
- Sustainability and Social Impact: Integrating sustainability into business models for a positive social impact
- Digitalization and Business Transformation: The impact of digitalization on business operations and strategies
- Innovation and Product Development: The processes of ideation and development of new products in a business context
- Business Ethics and Governance: Principles of business ethics and their importance in corporate governance
- Case Study: Detailed analysis of real business cases to identify

## EVALUATION

Final exam	<input checked="" type="checkbox"/>	Continuous assessment	<input checked="" type="checkbox"/>
Type of test: WRITTEN	<input checked="" type="checkbox"/>	ORAL	<input checked="" type="checkbox"/>

## BIBLIOGRAPHY

Autore	Gamble, Peteraf, Thompson
Titolo	<b><i>Essentials of Strategic Management: The Quest for Competitive Advantage</i></b>
Editore	McGraw-Hill Education, Fifth Edition
Anno di pubblicazione	2017

Autore	Schilling
Titolo	<b><i>Strategic Management of Technological Innovation</i></b>
Editore	McGraw-Hill Education
Anno di pubblicazione	2017

Autore	Pisano
Titolo	<b><i>Innovazione e intelligenze artificiali. Istruzioni per l'uso. Elementi di Economia e Management</i></b>
Editore	Punto org
Anno di pubblicazione	2022