Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Wirtschaft für Ingenieure
Code der Lehrveranstaltung	42171
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	IEGE-01/A
Sprache	Englisch
Studiengang	Bachelor in Industrie- und Maschineningenieurwesen
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Guido Orzes, Guido.Orzes@unibz.it https://www.unibz.it/en/faculties/engineering/academic-staff/person/36819
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	2
KP	6
Vorlesungsstunden	36
Laboratoriumsstunden	24
Stunden für individuelles Studium	90
Vorgesehene Sprechzeiten	18
Inhaltsangabe	The goal of the course is to introduce engineering students in the fundamentals of Business Management, i.e. the organization and functioning of companies. Specifically, the course will deal with the following topics: - The company: objectives and context - Essentials of financial accounting; - Investment analysis;

	- Other economic evaluation analyses.
Themen der Lehrveranstaltung	1. The company: objectives and context 1.1 Terms and definitions - Basic economical concepts - Company, firm, enterprise - Classifications of companies - Fayol's five elements of administration - Value Chain 1.2 Corporate objectives and corporate strategy - Vision, mission and objectives - Porter's generic strategies - Strategy tools 2. Essentials of financial accounting - Terms and definitions - Basic accounting principles - Balance sheet and income statement - Financial statement preparation - Ratio analysis 3. Investment analysis - Terms and definitions - Repayment plans - Actualization and capitalization - Investment analysis and evaluation (Discounted Pay-back period, Net present value, Internal rate of return, External rate of return, Benefit-cost ratio) - Inflation 4. Other economic evaluation analyses - Classification of costs - Break-even point - Make or buy choices
Stichwörter	Accounting; Investment analysis; make or buy; break-even point.
Empfohlene Voraussetzungen	-
Propädeutische Lehrveranstaltungen	
Unterrichtsform	The teaching format is based on frontal lectures, exercises and a game-based business simulation. In addition to a solid theoretical background, special attention will be dedicated to examples, exercises and case studies discussion.

Anwesenheitspflicht	Not compulsory.
Spezifische Bildungsziele und erwartete Lernergebnisse	Intended Learning Outcomes (ILO) Knowledge and understanding 1. General knowledge of the various tasks, methods and techniques of financial accounting and investment analysis 2. Knowledge of the main the economic and operational factors linked to the strategic choices of the companies and of the main strategy tools Applying knowledge and understanding 3. Ability to evaluate investment initiatives, the economic and financial solidity of economic and financial plans about the launch of new products or the adoption of new business models Knowledge and understanding 4. Basic understanding of management and business administration Applying knowledge and understanding 5. Ability to “virtually” manage a company (game-based business simulation) Making judgements 6. Systems Thinking - overview of the business organization 7. Ability to transfer the knowledge and methods learned to real practical applications Communication skills 8. Ability to structure and prepare a presentation describing company strategy and management with business language 9. Oral communication skills (business language) Ability to learn 10. Ability to autonomously extend the knowledge acquired during the study course by reading and understanding.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	60% written exam - exercises: 3 exercises (1 hour); ILOs assessed: 1, 4. 30% written exam - questions: 3 open-ended questions of 200 words each (30 minutes); ILOs assessed: 2, 3. 10% Business Game*: 6 hours (in class); ILOs assessed: 1-10.

	* The Business Game can be replaced with an assignment for non-attending students (doing either the Business Game or the assignment is mandatory to overcome the exam).
Bewertungskriterien	The final mark is the sum of the marks of the different parts of the exam. The assessment of the written part is based on ability to solve simple exercises about the topics of the course, clarity of answers, mastery of language (also with respect to teaching language), ability to summarize and establish relationships between topics. The assessment of the business game is based on ability to work in a team and skills of creativity and critical thinking.
Pflichtliteratur	Lecture slides and notes, which are available in the OLE page of the course (self-enrollment key will be provided to students in the first lecture). Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it and Ilaria Miceli, Ilaria.Miceli@unibz.it
Weiterführende Literatur	Antony R.N., Hawkins D.F., Merchant K.A., "Accounting: Text and Cases", Thirteenth Edition, McGraw-Hill International Edition.
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Nachhaltiger Konsum und Produktion, Industrie, Innovation und Infrastruktur