Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

Syllabus

Descrizione corso

Titolo insegnamento	Economia applicata all'ingegneria
Codice insegnamento	42171
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	IEGE-01/A
Lingua	Inglese
Corso di Studio	Corso di laurea in Ingegneria Industriale Meccanica
Altri Corsi di Studio (mutuati)	
Docenti	prof. Guido Orzes, Guido.Orzes@unibz.it https://www.unibz.it/en/faculties/engineering/academic-staff/person/36819
Assistente	
Semestre	Primo semestre
Anno/i di corso	2
CFU	6
Ore didattica frontale	36
Ore di laboratorio	24
Ore di studio individuale	90
Ore di ricevimento previste	18
Sintesi contenuti	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.
Argomenti	1. The company: objectives and context

dell'insegnamento	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
Parole chiave	Accounting; Investment analysis; make or buy; break-even point.
Prerequisiti	-
Insegnamenti propedeutici	
Modalità di insegnamento	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.
Obbligo di frequenza	Not compulsory.
Obiettivi formativi specifici e risultati di apprendimento	Intended Learning Outcomes (ILO) Knowledge and understanding

attesi	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.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	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).
Criteri di valutazione	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.
Bibliografia obbligatoria	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
Bibliografia facoltativa	Antony R.N., Hawkins D.F., Merchant K.A., “Accounting: Text and Cases”, Thirteenth Edition, McGraw-Hill International Edition.
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Utilizzo responsabile delle risorse, Innovazione e infrastrutture