

Syllabus

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Titul dl curs	Economia applicata all'ingegneria
Codesc dl curs	42171
Titul suplementar	
SSD	IEGE-01/A
Lingaz	Inglese
Curs de laurea	Corso di laurea in Ingegneria Industriale Meccanica
D'autri cursc de laurea (cursc deberieda)	
Dozenc	prof. Guido Orzes, Guido.Orzes@unibz.it https://www.unibz.it/en/faculties/engineering/academic-staff/person/36819
Assistent didatich	
Semester	Primo semestre
Ann/Agn de stude	2
Credic universitar	6
Ores de insegnament	36
Ores de laboratore	24
Ores de stude individual	90
Ores de riceviment prevedudes	18
Ressumè di contegnus	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.
Argomenc dl curs	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
Paroles clef	Accounting; Investment analysis; make or buy; break-even point.
Prerequisic aconsiés	-
Cursc propedeutics	
Modalité de enseignament	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.
Oblianza de frecuencia	Not compulsory.
Obietifs formatifs y competenzes da arjonje	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.
Obietifs formatifs y competenzes da arjonje (informazioni supplementares)	
Sort de ejam	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).

Criters de valutazion	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 obligatora	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 aconsieda	Antony R.N., Hawkins D.F., Merchant K.A., "Accounting: Text and Cases", Thirteenth Edition, McGraw-Hill International Edition.
Deplù informazions	
OSS	Utilizzo responsabile delle risorse, Innovazione e infrastrutture