

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Didactics of Economics and Business Management
Code der Lehrveranstaltung	82083
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
Sprache	Italienisch
Studiengang	Universitärer Lehrgang für die Grundausbildung der Lehrpersonen für die Mittel- und Oberschule in italienischer Sprache - 60KP
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Alessandro Narduzzo, Alessandro.Narduzzo@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5125
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	1
KP	3
Vorlesungsstunden	18
Laboratoriumsstunden	0
Stunden für individuelles Studium	57
Vorgesehene Sprechzeiten	0
Inhaltsangabe	The course offers a reflection on two basic topics of business economics and management (decision-making and problem solving): rational decision-making and the business model. Subsequently, the course presents some fundamental techniques for analysing business phenomena that are proposed and used as active teaching tools: case studies, evidence-based management,

	experimentation.
Themen der Lehrveranstaltung	<p>Business economics and management as an empirical subject: the enterprise as a system of resources and skills organised to solve societal problems.</p> <p>Business decisions are presented as problems to be solved, according to a behaviourist perspective. In this context, the concept of rational decision-making guiding enterprise choices and business model as a synthesising element of enterprise rationality is introduced.</p> <p>Some fundamental techniques for enterprise analysis such as case studies, evidence-based decision-making and experimentation are presented to students and proposed as investigative tools for the construction of active learning units.</p>
Stichwörter	tive learning, case studies, evidence-based decisions, business modeling
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Lectures supplemented by group discussions and practical exercises. Students will be involved in the analysis of small case studies and the guided construction of educational models applied to business economics.
Anwesenheitspflicht	In accordance with the regulation
Spezifische Bildungsziele und erwartete Lernergebnisse	<p>At the end of the course, students will acquire the ability to design teaching units that involve the use of these tools and apply them to typical phenomena of business economics and management.</p> <p>1. Knowledge and understanding</p> <p>By the end of the course, students will have acquired a thorough understanding of the fundamental concepts of business economics, with particular reference to Herbert Simon's theory of bounded rationality, business modelling and the lean approach. They will be able to understand the theoretical foundations of evidence-based management and case study analysis, recognising their educational value in the school context.</p> <p>2. Applying knowledge and understanding</p>

	<p>Students will be able to apply the acquired theoretical knowledge to design innovative teaching units that integrate case study analysis, evidence-based decision-making and lean business modelling. They will be able to use teaching tools such as the Business Model Canvas and active methodologies to facilitate the learning of secondary school students.</p> <p>3. Making judgements Students will develop the ability to critically evaluate different teaching methodologies, selecting the most appropriate ones according to the educational context. They will be able to reflect on the effectiveness of teaching strategies adopted, making modifications based on empirical evidence and feedback received.</p> <p>4. Communication skills Students will acquire effective communication skills to present and discuss the planned teaching units in both academic and professional contexts. They will be able to use clear and appropriate language to convey complex concepts to different audiences, including colleagues and students.</p> <p>5. Learning skills Students will develop autonomous learning skills, enabling them to keep abreast of new teaching methodologies and developments in the field of business administration. They will be able to identify relevant resources and integrate them into their own educational and professional development.</p>
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	Open-book written exam to assess the ability to use and apply contextual knowledge acquired in the course.
Bewertungskriterien	Sound reasoning, ability to link theory and practice, originality, and practicality of the teaching proposal.
Pfichtliteratur	Available on Teams at the beginning of the course.
Weiterführende Literatur	Available on Teams at the beginning of the course.
Weitere Informationen	
Ziele für nachhaltige	Partnerschaften zur Erreichung der Ziele

Entwicklung (SDGs)	
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