

Syllabus

Course Description

Course Title	Didactics of Economics and Business Management
Course Code	82083
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	Italian
Degree Course	University course for initial training of secondary school teachers in the Italian language - 60CP
Other Degree Courses (Loaned)	
Lecturers	Prof. Alessandro Narduzzo, Alessandro.Narduzzo@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/5125
Teaching Assistant	
Semester	Second semester
Course Year/s	1
CP	3
Teaching Hours	18
Lab Hours	0
Individual Study Hours	57
Planned Office Hours	0
Contents Summary	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.
Course Topics	Business economics and management as an empirical subject: the enterprise as a system of resources and skills organised to solve

	<p>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>
Keywords	<p>tive learning, case studies, evidence-based decisions, business modeling</p>
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	<p>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.</p>
Mandatory Attendance	<p>In accordance with the regulation</p>
Specific Educational Objectives and Learning Outcomes	<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 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 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</p>

	<p>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>
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Open-book written exam to assess the ability to use and apply contextual knowledge acquired in the course.
Evaluation Criteria	Sound reasoning, ability to link theory and practice, originality, and practicality of the teaching proposal.
Required Readings	Available on Teams at the beginning of the course.
Supplementary Readings	Available on Teams at the beginning of the course.
Further Information	
Sustainable Development Goals (SDGs)	Partnerships for the goals