

Syllabus

Course Description

Course Tills	Facility I among the Park I and I among the I among th
Course Title	Foreign Language (English) - Advanced Specialized Language
	course
Course Code	27334
Course Title Additional	
Scientific-Disciplinary Sector	L-LIN/12
Language	English
Degree Course	Bachelor in Economics and Management
Other Degree Courses (Loaned)	
Lecturers	
Teaching Assistant	
Semester	Second semester
Course Year/s	2
СР	3
Teaching Hours	30
Lab Hours	
Individual Study Hours	
Planned Office Hours	
Contents Summary	The course is designed to acquire further specific language skills at the advanced level. The course focuses on the various styles of language used in the academic and professional fields of economics and management, and aims to improve students' receptive, but above all productive skills.
Course Topics	
Keywords	
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	Attendance not compulsory but strongly recommended



Specific Educational Objectives and Learning Outcomes

Knowledge and understanding

Area: Economics

Knowledge of the economic theory of demand and supply of goods and services, equilibrium and pricing mechanisms in the market economy

Knowledge of competition theories in the markets in relation to classical, neoclassical and evolutionary theoretical models; Knowledge of the basic theorems of welfare economics Understanding of the behaviour of microeconomic actors with special consideration of consumption and company theories as well as the application of game theory

Knowledge of the fundamentals of political-economic behaviour and collective decision-making

Understanding the role and management of public goods, the role of institutions and information

Understanding of the effects of economic policy measures in certain sectors and the role of research, development and innovation

Knowledge of various macroeconomic models for analysing short and medium-term economic changes, understanding of the causes of economic growth

Knowledge and understanding of the role of expectations in the financial markets, for consumption and for monetary and fiscal policy

Understanding of the mechanisms of exchange rates and monetary and fiscal policy in the European Monetary Union

Understanding the use of finite resources and the principles of sustainability

Understanding the effects of digitalisation on economic and entrepreneurial activity

Knowledge of the mechanisms underlying the effective communication of theoretical and empirical economic arguments in three languages: Italian, German and English

Area: Understanding corporate management

Knowledge of business and organisational models

Knowledge of management and target agreements, plans and organisational functions

Knowledge of the methods of corporate decision-making and strategic management

Knowledge of decision-making concepts and models for the

introduction of new products, pricing, distribution channels and (digital) means of communication

Understanding of social responsibility, consumer protection, sustainable marketing

Knowledge of concepts, models and tools for critically analysing business and corporate strategies

Understanding of various management theories and organisational behaviour and their significance in the context of different businesses and different business-economic contexts

In-depth knowledge in the areas of international marketing, management of multinational companies, analysis of consumer behaviour or management of operational and technical functions

In-depth knowledge and understanding of management control Knowledge of the underlying mechanisms for effective communication of theoretical and empirical business topics in three languages: Italian, German and English

Field: Law

Knowledge of the public and private legal system, also in relation to economics and business administration

Knowledge and ability to interpret the sources of law with regard to the various areas of the legal system: public law, private law, commercial law and tax law, in a European, national, regional and international context

Knowledge of the Italian constitution in relation to the form of government, including the regions and other local authorities, and the rights of citizens and companies

Understanding of the legal framework governing relations between private individuals and between private individuals and public organisations

Knowledge of personal and property law, the law governing the transfer of rights relating to property, the law of obligations, contract law and civil liability

Knowledge of company law, which is also open to an international orientation

Knowledge of the concept of tax subjects and control procedures, collection and refund as well as taxpayer protection

Knowledge and understanding of company and corporation tax

Knowledge of the mechanisms underlying effective communication of legal issues in three languages: Italian, German and English

Area: Quantitative methods for decision making

Mastery of basic and intermediate mathematical tools for understanding and analysing economic mechanisms based on theoretical models and empirical applications

Knowledge of tools for statically, dynamically and comparatively analysing data on individuals, companies and the economy Knowledge and understanding of descriptive statistics, the basics of probability theory and sampling methods, standard distributions and their application to economic analyses as well as linear and non-linear regression

Knowledge of parametric estimation and hypothesis testing Knowledge of the computer tools required for reading and analysing economic data and models

Knowledge of the structure of computer networks, their most important applications and security techniques as well as techniques for collecting, visualising and analysing data using suitable software

Knowledge of international accounting systems and double-entry bookkeeping for recording and evaluating business transactions Understanding of annual financial statements

Thorough knowledge of accounting data collection or management control

Knowledge of the analysis method for estimating present values and discount factors for estimating the cost of capital and the valuation of bonds and shares

Knowledge of the methods of medium and long-term financial forecasting and sensitivity analysis with simulation under uncertainty for risk management in the area of corporate and international finance

Knowledge and understanding of the international financial environment, multinational risk defence techniques and competitive strategies of global banks

Knowledge of the mechanisms underlying effective communication of quantitative topics in three languages: Italian, German and English

Ability to apply knowledge and understanding

Field: Economics

be able to analyse the demand for goods and services and evaluate the cost structure, its role and its importance in business decisions

be able to critically compare the different business theories

be able to analyse the role and function of macroeconomic variables in closed economies in the short, medium and long run be able to carry out an analysis of the economic behaviour of public and private actors using game theory be able to assess the role of governments and the need for political-economic intervention in market economies be able to formulate economic policy objectives and evaluate their outcomes and use available information to assess the appropriateness of monetary and fiscal policy with respect to macroeconomic variables

be able to use available information to apply and understand the fundamentals and operational implications of competition theories and industrial policy

be able to analyse economic activity in terms of sustainability be able to communicate the results of economic analyses prepared according to international professional standards in three languages: Italian, German and English.

Area: Understanding corporate governance
be able to recognise and analyse the development of corporate
structures and the evolution of organisational forms
be able to correctly apply management principles and theoretical
models as well as empirical analysis tools to complex problems in
typical management situations in the appropriate context
be able to apply appropriate concepts, models, tools and
techniques to analyse markets, market strategies, programmes and
activities in teamwork and to communicate research results in
accordance with international professional standards in three
languages: Italian, German and English
be able to formulate strategies and identify critical steps in the

be able to formulate strategies and identify critical steps in the implementation of a competitive strategy

be able to apply appropriate analytical tools and models to evaluate the strategic choices and strategies adopted by companies

be able to apply the specific tools of auditing in different contexts of business reality

be able to communicate the results of strategic analyses prepared according to international professional standards in three

languages: Italian, German and English

Field: Law

be able to find and use national, European and international legal

	sources be able to support companies and corporations through knowledge of the relevant legal field be able to critically analyse and evaluate business processes and dynamics be able to analyse cases from professional practice and apply the relevant provisions of the relevant area of law
	be able to communicate the results of legal analyses prepared according to international professional standards in three
	languages: Italian, German and English Area: Quantitative methods for decision making Ability to analyse problems in (unconstrained) optimisation and
	mathematical interpretation of models of social and economic dynamics
	be able to formalise economic problems with the help of mathematical models, to
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	