

FACULTY OF **ECONOMICS**

DEGREE COURSE: **BUSINESS AND ECONOMICS BA**

SUBJECT: FUNDAMENTALS OF MANAGEMENT

LECTURER: SABRINA BONOMI

Email address: sabrina.bonomi@uniecampus.it

OBJECTIVES

This course aims to:

- define the concept of a “business” and to understand the mechanisms of its functioning
- provide tools for understanding the dynamics which govern the management of businesses, maintaining a comprehensive viewpoint
- be aware of the social responsibilities of businesses, in particular to their shareholders
- address the issues of strategic and operational management of business
- introduce and to describe the main tools to analyse business components and issues through the presentation and exemplification of case studies

CONTENTS

- 1 Fundamentals of the theory of business
- 2 The business system
- 3 Business governance
- 4 Strategic management
- 5 Operational management
- 6 Planning and management control

ASSESSMENT

Written exam: multiple choice and open questions

RECOMMENDED TEXTBOOKS

- Robbins S.P., De Cenzo D.A. and M. Coulter, "Fundamentals of Management: Essential Concepts and Applications", 8th ed., Prentice Hall, 2012