

FACULTY OF **ECONOMICS**

DEGREE COURSE: **BUSINESS AND ECONOMICS BA**

SUBJECT: INTRODUCTION TO BUSINESS ECONOMICS

LECTURER: FRANCESCO NAPOLI

Email address: francesco.napoli@uniecampus.it

OBJECTIVES:

This course aims to provide a basic knowledge of organisation, management and measurement in the context of a firm. Recent developments in the study of strategy and models of firm governance will also be looked at. The fundamental notions referred to firm management and its economic and financial equilibrium, as well as the basics of accounts will be examined. At the end of the course students will be able to interpret some of the most important managerial and organisational choices, besides being able to represent them through elementary accounting.

CONTENTS:

- 1 The firm "phenomenon"
- 2 The systematic conception of the firm
- 3 The firm and its environment
- 4 Models of firm governance
- 5 The firm's strategic management
- 6 Corporate organisation
- 7 Management as a system of operations and a system of values
- 8 Capital and income
- 9 Efficiency and the firm's conditions of economic balance
- 10 The firm's conditions of financial equilibrium and financing decisions

ASSESSMENT

Written exam: multiple choice and open questions

RECOMMENDED TEXTBOOKS

- Mc Cubbrey D.J., "Business Fundamentals", Orange Grove Text Plus, 2009

http://textbookequity.org/oct/Textbooks/McCubbrey_BusinessFundamentals.pdf

- Cruz-Cruz J.A. and W. Frey, "Business Ethics", 2012

http://textbookequity.org/oct/Textbooks/Frey_BusinessEthics.pdf