

Title Economia ed organizzazione aziendale Applied Economics	Degree Corso di Laurea in Ingegneria Meccanica (DM 270/04)	Year 1	Teaching Period 1	Credits 6
Teacher: Mauro De Bona		Academic year: 2014/2015		

Objectives:

The course aims to provide students with the basic concepts related to enterprises' organization. Topics that are covered pertain to enterprise's definition, company's organization and functions, strategic planning, innovation processes, production planning, material management, economic and financial management, industrial accounting, analysis of the investments.

Acquired skills:

- Acquire proper language and fundamental concepts related to company organization
- Understand product life cycle
- Understand financial statements, cost and profitability analysis, financial planning
- Basic information about product costing
- Understand budgeting and investment planning
- Basic information about the manufacturing process management
- Basic information about strategic management
- Basic information about project management

Lectures and exercises		hours
Topics	Specific contents	
BUSINESS ECONOMICS		12
STRATEGY & MARKETING		8
MANAGEMENT CONTROL		4
ORGANIZATION		6
PROJECT MANAGEMENT		6
PRODUCTION MANAGEMENT		10
INNOVATION MANAGEMENT		4
Total hours for lectures and exercises		50
for exercises only		0
Further educational activities		hours
Labs		
Tutorials / Seminars		4
Workshops		0
Guided tours		0
		0
Total hours for further educational activities		10
Total hours		60

Type of exam: Written and oral

References:

Course Handouts

Porter, M. (1985), Competitive Advantage: creating and sustaining superior Performance, Free Press, New York, 1985