

Bachelor Degree
**ECONOMICS AND
BUSINESS MANAGEMENT L-18**

Master Degree
**MANAGEMENT AND
DIGITAL TECHNOLOGIES LM-77**
A.Y.2023/2024

FACULTY



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ECONOMICS
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INTERNATIONAL TELEMATIC UNIVERSITY
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FACULTY OF ECONOMICS AND LAW

Bachelor Degree
ECONOMICS AND BUSINESS
MANAGEMENT L-18

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TECHNOLOGIES LM-77

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Prof. Francesca Maschio - Ricercatore UNINETTUNO



Bachelor Degree

**ECONOMICS AND BUSINESS
MANAGEMENT L-18**

- Business Management
- Financial Management

Course Description

The Bachelor degree in “Economics and Business Administration” offers to the student the opportunity to develop skills and knowledge in the business and economic environment. At the end of the course, students will be able: to understand the management principles in public, private, non-profit companies; to realize professional activities in the business and economic field; to continue the studies in a Master degree course (LM) of the same subject area.

In particular, the degree course in “Economics and Business Management” is divided into four curricula provided in Italian and English. The paths in English are Business and Financial Management; they offer the opportunity to study in an international environment using digital technologies. The curricula in English were designed for students wishing to acquire an international-level education, in the aim of deepening their knowledge on the management and financial aspects of the companies operating in the global market.

The paths cover a wide range of skills and provide a complete overview of the most topics in successful business management, including business administration and management, economics, corporate finance, international law, mathematics and statistics, marketing, organizational behaviour and business dynamics.

Business Management

The curriculum Business Management in english provides a strong understanding about the management dynamics of enterprises operating in an international market. Indeed, the course gives to the students the fundamental concepts about the current market evolution in the perspective of the general economics approach.

Moreover, the "core" educational program offers courses related to the business management, organizational dynamics, marketing, financial accounting and management accounting.

The educational path for students is completed with the acquisition of abilities in the field of mathematics and statistic, applied to business management, and in the area of international law and regulation.

First year

- Economics
- Introduction to business administration
- Mathematics
- Introduction to law
- Business management
- Organizational dynamics and behaviour
- English language
- Information management

Second year

- Monetary economics
- Statistics and business statistics
- International contract law
- Financial accounting
- Banking and finance
- Marketing
- Free choice

Third Year

- Public economics
- Management accounting
- Industrial organization
- Business law
- Financial mathematics
- Free choice
- Dissertation

First Year

ECONOMICS

CFU: 9 – SECS-P/01

Scientific Coordinator:

Prof. Leila Chentouf

Description:

The course of Economics aims to provide students the basic instruments to understand micro and macroeconomics issues. In details, the course is divided into two main broad topics. The first one deals microeconomic analysis, focusing on consumer theory, firms theory, perfect competition, monopoly, and oligopoly market structures. The second one is dedicated to macroeconomic analysis dealing with some basic models representing the aggregate economic phenomena (mainly IS-LM model, inflation, unemployment, monetary issues i.e.).

Video Professor:

Prof. Carlo Andrea Bollino - *Università di Perugia (Perugia)*

Videolessons:

- Lesson n. 1: Introduction to Economics
- Lesson n. 2: Choices and preferences
- Lesson n. 3: Consumer demand
- Lesson n. 4: Market demand
- Lesson n. 5: Production
- Lesson n. 6: Short-term costs
- Lesson n. 7: Long-term costs
- Lesson n. 8: The Competitive Firm
- Lesson n. 9: Equilibrium in perfect competition
- Lesson n. 10: Monopoly

- Lesson n. 11: Game Theory
- Lesson n. 12: Game Theory - Part II
- Lesson n. 13: Oligopoly
- Lesson n. 14: Welfare Economics
- Lesson n. 15: Welfare Theorems and General Economic Equilibrium (I)
- Lesson n. 16: General Economic Equilibrium (II): The Production Possibilities Frontier
- Lesson n. 17: Introduction to Macroeconomics
- Lesson n. 18: Aggregate economic activity in figures
- Lesson n. 19: Aggregate Demand and Supply
- Lesson n. 20: Labour and Unemployment
- Lesson n. 21: Inflation and Phillips Curve
- Lesson n. 22: Consumption
- Lesson n. 23: Investments
- Lesson n. 24: Income and Expenditure Model
- Lesson n. 25: The Multiplier
- Lesson n. 26: Demand for money
- Lesson n. 27: The Central Bank
- Lesson n. 28: The IS-LM Model
- Lesson n. 29: The Macroeconomic Equilibrium in the IS-LM model
- Lesson n. 30: Monetary and Fiscal Policy
- Lesson n. 31: Foreign trade
- Lesson n. 32: Mundell Fleming's Model
- Lesson n. 33: Public Deficit and Social Security
- Lesson n. 34: The European Monetary Union

Bibliography:

Samuelson P.A., Nordhaus W.D. (2009), Economics, Mc Graw-Hill, 19/ed.

First Year

INTRODUCTION TO BUSINESS ADMINISTRATION

CFU: 9 – SECS-P/07

Scientific Coordinator:

Prof. Laura Carraresi

Description:

This course combines a comprehensive and classic framework with a deeper treatment of contemporary management topics. It is an essential introduction to the administration of a business, covering topics such as performance and management of business operations, decision-making as well as the efficient organization of people and other resources. Practical applications of the concepts will be given with examples, exercises, and case studies arising from the real-life context.

Video Professors:

Prof. Paola Demartini - *Università Roma Tre (Roma)*

Prof. John Dumay - *Macquarie University (Sydney – Australia)*

Prof. Wojciech Czakon - *University of Economics (Katowice - Polonia)*

Videoleasons:

- Lesson n. 1: Managing in Organisations - [Prof. Paola Demartini](#)
- Lesson n. 2: Models of management - [Prof. Paola Demartini](#)
- Lesson n. 3: The Environment of Management - [Prof. Paola Demartini](#)
- Lesson n. 4: Planning - [Prof. Paola Demartini](#)
- Lesson n. 5: Strategic Management - [Prof. Paola Demartini](#)
- Lesson n. 6: Decision Making - [Prof. Paola Demartini](#)
- Lesson n. 7: Organisation - [Prof. Paola Demartini](#)
- Lesson n. 8: Accounting theory - [Prof. John Dumay](#)

- Lesson n. 9: The conceptual framework. Part one - [Prof. John Dumay](#)
- Lesson n. 10: The conceptual framework. Part two - [Prof. John Dumay](#)
- Lesson n. 11: Standard setting - [Prof. John Dumay](#)
- Lesson n. 12: Measurement - [Prof. John Dumay](#)
- Lesson n. 13: Products of the financial reporting process - [Prof. John Dumay](#)
- Lesson n. 14: Current and critical perspectives in intellectual capital - [Prof. John Dumay](#)
- Lesson n. 15: Non-financial reporting and disclosure - [Prof. John Dumay](#)
- Lesson n. 16: Responsibility Accounting - [Prof. Wojciech Czakon](#)
- Lesson n. 17: Management Accounting Principles - [Prof. Wojciech Czakon](#)
- Lesson n. 18: Costing Systems - [Prof. Wojciech Czakon](#)
- Lesson n. 19: Cost-Volume-Profit Analysis - [Prof. Wojciech Czakon](#)
- Lesson n. 20: Performance Measurement - [Prof. Wojciech Czakon](#)
- Lesson n. 21: Responsibility Centers - [Prof. Wojciech Czakon](#)
- Lesson n. 22: Budget Planning - [Prof. Wojciech Czakon](#)
- Lesson n. 23: Organization of Budget Planning - [Prof. Wojciech Czakon](#)
- Lesson n. 24: Budget Controlling - [Prof. Wojciech Czakon](#)
- Lesson n. 25: Quality Management - [Prof. Wojciech Czakon](#)

Bibliography:

SMITH M., (2011), *Fundamentals of Management*, 2/e, McGraw-Hill or
Boddy, D. (2014). *Management: An Introduction*, Pearson Education

First Year

MATHEMATICS

CFU: 9 – SECS-S/06

Scientific Coordinator:

Prof. Clemente Cesarano

Description:

The course of Mathematics aims to provide students the understanding of the basic analytical instruments, focusing also to the tools currently used in the economic analysis. The main topics of the course are the study of the functions, derivatives of functions, integrals, and matrices. The course is the basic step to collect the tools necessary to attend statistics and other economic courses.

Video Professor:

Prof. Assem Deif - University of Cairo (Cairo - Egypt)

Videolessons:

- Lesson n. 1: Introduction
- Lesson n. 2: Real Numbers
- Lesson n. 3: Real Functions
- Lesson n. 4: Classifications of functions
- Lesson n. 5: Basic functions
- Lesson n. 6: Composite functions
- Lesson n. 7: Inverse functions
- Lesson n. 8: Limits
- Lesson n. 9: Limit theorem
- Lesson n. 10: Continuity
- Lesson n. 11: Differentiation

- Lesson n. 12: Derivative of the inverse, composite and implicit functions
- Lesson n. 13: Applications to the derivative
- Lesson n. 14: Indeterminate forms and l'Hopital rule
- Lesson n. 15: Maximum and minimum values of a function
- Lesson n. 16: Curve sketching
- Lesson n. 17: Antiderivative or the indefinite integral
- Lesson n. 18: Integration by substitution
- Lesson n. 19: Integration by parts
- Lesson n. 20: Trigonometric and hyperbolic integrals
- Lesson n. 21: Trigonometric and hyperbolic substitutions
- Lesson n. 22: Integration by partial fractions
- Lesson n. 23: The definite integral
- Lesson n. 24: Properties of the definite integral
- Lesson n. 25: Fundamental theorem for calculus

Bibliography:

A Jeffrey; *Advanced Engineering Mathematics*, Harcourt/Academic Press; 2002;

R. Bartle & D. Sherbert, *Introduction to Real Analysis*, Wiley, 1982;

R. Haggerty, *Fundamentals of Mathematical Analysis*, Addison-Wesley, 1992;

Dolciani, M. et al : *Introductory Analysis* , Houghton Mifflin , Boston , 1991.

First Year

INTRODUCTION TO LAW

CFU: 9 – IUS/01

Scientific Coordinator:

Prof. Francesca Maschio

Description:

The course aims to increase the theoretical and practical knowledge of the international business law through the analysis of the global legal environment in which business operates today, with an effective overview of nation-to-national relations, dispute settlement across national borders and multinational enterprises. Special treatment is given to global legal issues in sales, money and banking, transportation and financing

Video Professors:

Prof. [Giorgio Resta](#) - *Università di Bari (Bari)*

Prof. [Luca Francesia](#) - *CSC Computer Sciences Italia S.r.l. (Italia)*

Videoleasons:

- Lesson n. 1: Law: an introduction - [Prof. Giorgio Resta](#)
- Lesson n. 2: Legal systems - [Prof. Giorgio Resta](#)
- Lesson n. 3: Oracles of law - [Prof. Giorgio Resta](#)
- Lesson n. 4: Interpretation - [Prof. Giorgio Resta](#)
- Lesson n. 5: Values: dignity - [Prof. Giorgio Resta](#)
- Lesson n. 6: Privacy - [Prof. Giorgio Resta](#)
- Lesson n. 7: Property - Part one - [Prof. Giorgio Resta](#)
- Lesson n. 8: Property - Part two - [Prof. Giorgio Resta](#)

- Lesson n. 9: Contracts - [Prof. Giorgio Resta](#)
- Lesson n. 10: Torts - Part one - [Prof. Giorgio Resta](#)
- Lesson n. 11: Torts - Part two - [Prof. Giorgio Resta](#)
- Lesson n. 12: Law & new technologies - [Prof. Giorgio Resta](#)
- Lesson n. 13: Justice and the media - [Prof. Giorgio Resta](#)
- Lesson n. 14: International Law – [Prof. Luca Francesia](#)
- Lesson n. 15: International Persons – [Prof. Luca Francesia](#)
- Lesson n. 16: Legal systems – [Prof. Luca Francesia](#)
- Lesson n. 17: State Responsibility - Part one – [Prof. Luca Francesia](#)
- Lesson n. 18: State Responsibility - Part two – [Prof. Luca Francesia](#)
- Lesson n. 19: State Responsibility - Part three – [Prof. Luca Francesia](#)
- Lesson n. 20: Dispute Settlement - Part one – [Prof. Luca Francesia](#)
- Lesson n. 21: Dispute Settlement - Part two – [Prof. Luca Francesia](#)
- Lesson n. 22: Business and Organization of Multinational Enterprises – [Prof. Luca Francesia](#)
- Lesson n. 23: Regulation of Multinational Enterprises – [Prof. Luca Francesia](#)

Bibliography:

R. A. August, D. Mayer, M. Bixby, International Business Law: International Edition, 6/E, 2013 Pearson

First Year

BUSINESS MANAGEMENT

CFU: 9 – SECS-P/08

Scientific Coordinator:

Prof. Raffaele Spallone

Description:

The course of Principles of Business Management aims to provide students the basic instruments to understand business management. In details, the course is based on the following topics: Introduction to Business Management, Business Plan and Strategic Management, Functional Management Activities, Operations Management, Logistics Management, Financial Management, Human resources Management, Marketing, Entrepreneurship.

Video Professors:

Prof. Eusebio Scornavacca - *University of Baltimore*
(Maryland - Stati Uniti)

Prof. Morten Huse - *University Witten/Herdeck* (Germany)

Videoleasons:

- Lesson n. 1: Managing effectively in a global world -
Prof. Eusebio Scornavacca
- Lesson n. 2: The evolution of management - **Prof. Eusebio Scornavacca**
- Lesson n. 3: The organizational environment and culture -
Prof. Eusebio Scornavacca
- Lesson n. 4: Ethics and corporate responsibility - **Prof. Eusebio Scornavacca**
- Lesson n. 5: Planning and decision making - **Prof. Eusebio Scornavacca**

- Lesson n. 6: Entrepreneurship - Prof. Eusebio Scornavacca
- Lesson n. 7: Organizing for success - Prof. Eusebio Scornavacca
- Lesson n. 8: Managing human resources - Prof. Eusebio Scornavacca
- Lesson n. 9: Managing diversity and inclusion - Prof. Eusebio Scornavacca
- Lesson n. 10: Leadership - Prof. Eusebio Scornavacca
- Lesson n. 11: Motivating people - Prof. Eusebio Scornavacca
- Lesson n. 12: Teamwork - Prof. Eusebio Scornavacca
- Lesson n. 13: Communicating - Prof. Eusebio Scornavacca
- Lesson n. 14: Managerial control - Prof. Eusebio Scornavacca
- Lesson n. 15: Innovating and changing - Prof. Eusebio Scornavacca
- Lesson n. 16: Corporate Governance: what is it? - Prof. Morten Huse
- Lesson n. 17: Accountability - Prof. Morten Huse
- Lesson n. 18: Board members: independence and competence - Prof. Morten Huse
- Lesson n. 19: Does one size fit all? - Prof. Morten Huse
- Lesson n. 20: Board leadership and structures - Prof. Morten Huse
- Lesson n. 21: Value creation – a value chain approach - Prof. Morten Huse

Bibliography:

G. Dess, G.T. Lumpkin, A. Eisner and G. McNamara, Strategic Management: Text and Cases, 7th edition, Mc Graw-Hill.

First Year

ORGANIZATIONAL DYNAMICS AND BEHAVIOUR

CFU: 9 – SECS-P/10

Scientific Coordinator:

Prof. Maurizio Cavallari

Description:

The course explores in a managerial perspective research and practical applications on organizational behavior. In particular, the study route is divided into 4 different sections: ■ Section I: The Organization Behavior Context and Learning Community ■ Section II : Managing Teams ■ Section III : Understanding and Managing Individuals ■ Section IV : Managing Key Organizational Processes. At the end of the module students:

1. will have a deeper understanding of how the study of organisational behaviour can aid us in improving the performance and well-being of people at work;
2. will have understood how models, theories and concepts about organisational behaviour can be used to promote the effectiveness of individuals, groups and organizations;
3. will have developed skills for the analysis of individual, group and organisational functioning that enhances their effectiveness as managers;
4. will have developed a richer and more complex representation of organisational behavior, enabling them to contribute more effectively in the workplace.

Video Professor:

Prof. Luca Gnan - Università di Tor Vergata (Roma)

Videoleasons:

- Lesson n. 1: Organizational Behavior: An Overview
- Lesson n. 2: Expectations And Learning
- Lesson n. 3: Leadership Dynamics
- Lesson n. 4: Team Problem, Decision Making, And Effectiveness Part I
- Lesson n. 5: Team Problem, Decision Making, And Effectiveness Part II
- Lesson n. 6: Group Dynamics And Performance Part I
- Lesson n. 7: Group Dynamics And Performance Part II
- Lesson n. 8: Appreciating Individual Differences Part I
- Lesson n. 9: Appreciating Individual Differences Part II
- Lesson n. 10: Motivation Part I
- Lesson n. 11: Motivation Part II
- Lesson n. 12: Stress And The Management Of Stress
- Lesson n. 13: Organization And Work Design Part I
- Lesson n. 14: Organization And Work Design Part II
- Lesson n. 15: Organization And Work Design Part III
- Lesson n. 16: Organization And Work Design Part IV
- Lesson n. 17: Creativity And Innovation
- Lesson n. 18: Organizational Culture
- Lesson n. 19: Organizational Change, Development And Learning Part I
- Lesson n. 20: Organizational Change, Development And Learning Part II

Bibliography:

R. Fincham, P. Rhodes, Principles Of Organizational Behaviour, Oxford University Press, 2005.



First Year

ENGLISH LANGUAGE

CFU: 3 - L-LIN/12

Scientific Coordinator:

Prof. Michaela Lucrezia Squiccimarro

Description:

The course aims to provide students of the basic knowledge of English language (reading, listening, writing, speaking), with a particular focus on technical and business English.

Bibliography:

Raymond Murphy, English Grammar in Use with answers

Upper-Intermediate

Grammar compendium;

Business English Glossary.

First Year

INFORMATION MANAGEMENT

CFU: 3 – ING-INF/05

Scientific Coordinator:

Prof.essa Gabriella Campo

Description:

The aim of the course is to give an applicative knowledge on the world of computer science. The student will learn: the operation and structure of computers and networks; the Internet and the iteration systems between users; the search for information.

Video Professor:

Prof. Valentina Presutti - Researcher, STlab ISTC-CNR (Roma)

Videoleasons:

- Lesson n. 1: Introduction to Computer Science
- Lesson n. 2: Computer Architecture: Hardware
- Lesson n. 3: Computer architecture: Software
- Lesson n. 4: Computer Networks
- Lesson n. 5: Excel Basics
- Lesson n. 6: Excel Advanced - Part One
- Lesson n. 7: Excel Advanced - Part Two
- Lesson n. 8: Excel for Statistics Analysis
- Lesson n. 9: Automate Tasks in Excel
- Lesson n. 10: Example Data Analysis with Excel
- Lesson n. 11: Word Processing
- Lesson n. 12: Powerpoint
- Lesson n. 13: The Internet and the World Wide Web
- Lesson n. 14: The evolution of the WEB - Part one
- Lesson n. 15: The evolution of the WEB - Part two
- Lesson n. 16: Google and its services
- Lesson n. 17: Cyber security

Bibliography:

J. Fisk Information Technology Fundamentals, Baker global editions, 2015

Second Year

MONETARY ECONOMICS

CFU: 9 – SECS-P/02

Scientific Coordinator:

Prof. Lorenzo Dorato

Description:

The course of Monetary Economics provides students with the basic tools necessary to understand what the financial system does, how it works and its link with real economy. The first part of the course will deal with the definition and functioning of the financial system and will explain the relation between interest rates, time and risk. The second part of the course will be devoted to analysis of Central Banks and monetary policy. The third part will present and discuss the main economic theories behind modern monetary policy. Students attending the course will be able to understand the reasons for monetary policies implemented in the main Regions of the World and the challenges arising from the changing nature of financial markets.

Video Professor:

Prof. Piero Esposito - *Research Fellow, LUISS*

Videolections:

- Lesson 1: Money and the financial system.
- Lesson 2: Financial instruments, financial markets, and financial institutions.
- Lesson 3: Future value, present value and interest rates.
- Lesson 4: Understanding risk.
- Lesson 5: Bonds, bonds prices and the determinants of interest rates

- Lesson 6: The risk and term structure of interest rates.
- Lesson 7: Foreign exchange.
- Lesson 8: Central banks, monetary policy, and financial stability
- Lesson 9: The structure of the Central Banks: the FED and the ECB.
- Lesson 10: The Central Bank balance sheet and the money supply process.
- Lesson 11: Monetary Policy; stabilizing the domestic economy.
- Lesson 12: Money growth, money demand and modern monetary policy.
- Lesson 13: Output, inflation and monetary policy.
- Lesson 14: Understanding business cycles fluctuations.
- Lesson 15: Modern monetary policy.

Bibliography:

Cecchetti S.G., Schenholz K.L. (2017). Money, Banking, and Financial Markets, 5th edition. McGraw-Hill.

Second Year

STATISTICS AND BUSINESS STATISTICS

CFU: 9 – SECS-S/01

Scientific Coordinator:

Prof. Luigi Biggeri

Description:

The course of Statistics and Business Statistics aims to provide students with the fundamentals of statistics methodology used in economic and business studies. The main contents of the courses are indicated below: descriptive statistics; probability; linear simple regression models; multiple regression models. The lessons include some application of statistical instrument to business and economic cases.

Video Professor:

Prof. Massimo Tivegna - *Università di Teramo*

Videoleasons:

- Lesson n. 1: Introduction and basics in statistics
- Lesson n. 2: Organizing data
- Lesson n. 3: Visualizing data
- Lesson n. 4: Numerical descriptive measures – Part I
- Lesson n. 5: Numerical descriptive measures - Part II
- Lesson n. 6: Numerical descriptive measures - Part III
- Lesson n. 7: Numerical descriptive measures - Part IV
- Lesson n. 8: Numerical descriptive measures - Part V
- Lesson n. 9: Basic probability
- Lesson n. 10: Less basic probability
- Lesson n. 11: Discrete probability distributions
- Lesson n. 12: Binomial and poisson probability distributions – Part I

- Lesson n. 13: Binomial and poisson probability distributions – Part II
- Lesson n. 14: The normal distribution - Part I
- Lesson n. 15: The normal distribution - Part II
- Lesson n. 16: The normal distribution - Part III
- Lesson n. 17: Sampling and sampling distributions – Part I
- Lesson n. 18: Sampling and sampling distributions – Part II
- Lesson n. 19: Sampling and sampling distributions – Part III
- Lesson n. 20: Confidence interval estimation - Part I
- Lesson n. 21: Confidence interval estimation - Part II
- Lesson n. 22: Confidence interval estimation - Part III
- Lesson n. 23: Fundamentals of hypothesis testing: one-sample tests - Part I
- Lesson n. 24: Fundamentals of hypothesis testing: one-sample tests - Part II
- Lesson n. 25: Fundamentals of hypothesis testing: one-sample tests - Part III
- Lesson n. 26: Fundamentals of hypothesis testing: one-sample tests - Part IV
- Lesson n. 27: Two-sample tests - Part I
- Lesson n. 28: Two-sample tests - Part II
- Lesson n. 29: Two-sample tests - Part III
- Lesson n. 30: One-way Anova: hints
- Lesson n. 31: Chi-square tests - Part I
- Lesson n. 32: Chi-square tests - Part II
- Lesson n. 33: Simple linear regression - Part I
- Lesson n. 34: Simple linear regression - Part II
- Lesson n. 35: Simple linear regression - Part III
- Lesson n. 36: Simple linear regression - Part IV
- Lesson n. 37: Introduction to multiple regression - Part I
- Lesson n. 38: Introduction to multiple regression - Part II
- Lesson n. 39: Introduction to multiple regression - Part III
- Lesson n. 40: Summing-up and beyond

Bibliography:

Donnelly, R. A. (2015). Business statistics. Pearson Higher Ed., second edition

Second Year

INTERNATIONAL CONTRACT LAW

CFU: 9 – IUS/04

Scientific Coordinator:

Prof. Andrea Sacco Ginevri

Description:

The course proposes to investigate some specific issues of international law of contracts such as: the “common core” of contract law; *acquis communautaire* about contracts; the definition and requirements of the contract; the principle of freedom of contract; choice of the law applicable to “internal” contract; duties to inform; good faith and solidarity; hardship clause; penalty clause; unfair terms.

Video Professor:

Prof. Pierre de Gioia-Carabellese - *Heriot Watt University*
(Edimburgo - Regno Unito)

Videoleasons:

- Lesson n. 1: The development of contract law
- Lesson n. 2: Offer and acceptance of a contract
- Lesson n. 3: The acceptance of an offer
- Lesson n. 4: The communication of acceptance
- Lesson n. 5: Intention to create legal relations & certainty of terms
- Lesson n. 6: Consideration
- Lesson n. 7: Promissory estoppel
- Lesson n. 8: Terms and representations
- Lesson n. 9: Exclusion clauses

- Lesson n. 10: Misrepresentation
- Lesson n. 11: The mistake
- Lesson n. 12: Duress and undue influence
- Lesson n. 13: Statutory control of contracts
- Lesson n. 14: Discharge of a contract
- Lesson n. 15: Discharge by frustration
- Lesson n. 16: Damages and equitable remedies
- Lesson n. 17: Damages – mitigation
- Lesson n. 18: Discharge by breach
- Lesson n. 19: Privity
- Lesson n. 20: Capacity in contract

Bibliography:

R Taylor and D Taylor, Contract Law Directions (6th edn 2017, Oxford University Press Oxford).



Second Year

FINANCIAL ACCOUNTING

CFU: 9 – SECS-P/07

Scientific Coordinator:

Prof. Elisabetta Magnaghi

Description:

The course aims to provide the logic, the methodological background and the tools to understand the accounting information (financial statements analysis and cash flows), with particular regard to companies operating in the industrial, commercial, plant and services. The accounting information are mandatory for the companies; they belong to the culture of the actors who, for various reasons, assume responsibility for decision-making process: CEO, senior management, operational managers, controllers. The financial statements is the central source of information for the administration and transparency on the management, strategies and performance. Therefore, its intelligibility involves all stakeholders: shareholders, banks, public administrations, customers and suppliers, staff, community. The preparation of financial statements, its language and its interpretative keys constitute fundamental elements of the corporate culture. The financial statements play a central role in training of the students in the Faculty of Economic, regardless of their professional career.

Video Professor:

Prof. Andry Rakotovololona - *Global University Systems*

Videoleasons:

- Lesson n. 1: Introduction to accounting
- Lesson n. 2: Accounting and reporting on a cash flow basis
- Lesson n. 3: Accounting and reporting on an accrual accounting basis
- Lesson n. 4: Income and asset value – an economist approach
- Lesson n. 5: Measuring and reporting financial position
- Lesson n. 6: Measuring and reporting financial performance
- Lesson n. 7: Accounting for limited companies - first part
- Lesson n. 8: Accounting for limited companies - second part
- Lesson n. 9: Measuring and reporting cash flows
- Lesson n. 10: Contingent assets and liabilities and intangible assets
- Lesson n. 11: Leasing and borrowing costs
- Lesson n. 12: Financial ratios 1 - Profitability and efficiency and liquidity
- Lesson n. 13: Financial ratios 2 - Financial gearing and investment
- Lesson n. 14: Use and limits at financial ratios
- Lesson n. 15: Group of companies financial results
- Lesson n. 16: Increased scope of financial reporting
- Lesson n. 17: Corporate governance and audit
- Lesson n. 18: Remuneration and shareholders return
- Lesson n. 19: Financial reporting standards
- Lesson n. 20: Evolution of global reporting standards
- Lesson n. 21: Accounting and ethical behaviour

Bibliography:

Atrill, P. McLaney, E. (2013), *Financial Accounting for Decision Makers*, 7th edition, Pearson Ed. Ltd.

Elliott B. and Elliott J. (2015), *Financial Accounting and Reporting*, 17th Edition, Pearson Ed. Ltd.

Second Year

BANKING AND FINANCE

CFU: 9 – SECS-P/11

Scientific Coordinator:

Prof. Paolo Agnese

Description:

Deepening both the role of money in the modern economy and all the issues linked with macroeconomic theory, the course highlights the relationship between globalization, financial and credit markets and economic and financial crises. Moreover, the course sets the financial and credit market's equilibrium within a more generalised economic and juridical framework. From this general context, the analysis starts to shrink on the functional and on the financial structure of the main subjects of intermediation: banks and financial intermediaries. Finally, the course focuses on financial instruments used mainly in the financial and credit market.

Video Professor:

Prof. Gianluca Mattarocci - *Università degli Studi di Roma "Tor Vergata"*
(Roma)

Videolessons:

- Lesson n. 1: Overview of the Financial System
- Lesson n. 2: The money market
- Lesson n. 3: The bond market
- Lesson n. 4: The stock market
- Lesson n. 5: The mortgages market
- Lesson n. 6: The foreign exchange market

- Lesson n. 7: The international financial system
- Lesson n. 8: Are financial markets efficient?
- Lesson n. 9: Why do financial institutions exist?
- Lesson n. 10: Banking and the management of financial institutions
- Lesson n. 11: Financial regulation
- Lesson n. 12: Central banks and monetary policy
- Lesson n. 13: Bank Industry: structure and competition
- Lesson n. 14: The mutual fund industry
- Lesson n. 15: Insurance companies and pension funds
- Lesson n. 16: Investment banks, security brokers and dealers, and venture capital firms
- Lesson n. 17: Finance companies
- Lesson n. 18: Saving associations and credit unions
- Lesson n. 19: Risk management in financial institutions
- Lesson n. 20: Hedging with financial derivatives

Bibliography:

Frederic S. Mishkin and Stanley Eakins (2015), Financial Markets and Institutions, Prentice Hall, 8th edition

Second Year

MARKETING

CFU: 9 – SECS-P/08

Scientific Coordinator:

Prof.essa Giulia Spampinato

Description:

Marketing is the core of an operating business. It is an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, and the environment. This course provides an introduction to all aspects of marketing, including analytical, strategic and operational marketing tools and techniques, as well as equip students with some essential principles of international marketing, and B2B and B2C markets.

Video Professor:

Prof. Stefano Chiussi - *SDA Bocconi*

Videoleasons:

- Lesson n. 1: The Marketing process
- Lesson n. 2: The Business plan
- Lesson n. 3: The Company identity
- Lesson n. 4: The Market drivers
- Lesson n. 5: External analysis
- Lesson n. 6: Internal analysis
- Lesson n. 7: SWOT and Strategic guidelines
- Lesson n. 8: Market researches
- Lesson n. 9: Market value

- Lesson n. 10: Positioning
- Lesson n. 11: Value proposition
- Lesson n. 12: The Place
- Lesson n. 13: The Price - Part one
- Lesson n. 14: The Price - Part two
- Lesson n. 15: The Product - Part one
- Lesson n. 16: The Product -Part two
- Lesson n. 17: The Promotion
- Lesson n. 18: International Marketing
- Lesson n. 19: B-B process
- Lesson n. 20: B-C process

Bibliography:

1. J. Paul Peter, James H. Donnelly, Preface to Marketing Management, 14th edition, McGraw-Hill Education

Third Year

PUBLIC ECONOMICS

CFU: 9 – SECS-P/03

Scientific Coordinator:

Prof. Antonio Di Majo

Description:

The course of Public Economics aims to provide students the theory and practice of regulation, competition, with a focus on antitrust issues. The students will have the understanding of the market failures (in particular public goods and the problems of the commons) and the governmental failures, the main antitrust issues such as imperfect competitions, collusive behaviours, asymmetric information, anti-competitive conducts. Some of the most famous European and Extra-European antitrust cases will be analysed.

Video Professor:

Prof. Elna De Simone - Università degli studi di Napoli "Parthenope" (Napoli)

Prof. Maria Grazia Paziienza - Università di Firenze (Firenze)

Videoleasons:

- Lesson n. 1: Public goods - Part one - [Prof. Elna De Simone](#)
- Lesson n. 2: Public goods – Part two - [Prof. Elna De Simone](#)
- Lesson n. 3: Externalities – Part one - [Prof. Elna De Simone](#)
- Lesson n. 4: Externalities – Part two - [Prof. Elna De Simone](#)
- Lesson n. 5: State budget and budgetary institutions - [Prof. Elna De Simone](#)

- Lesson n. 6: The theory of Natural Monopoly - Prof. Elina De Simone
- Lesson n. 7: An introduction to the study of public economics - Prof. Elina De Simone- Prof. Elina De Simone
- Lesson n. 8: Equilibrium and social welfare - Prof. Elina De Simone
- Lesson n. 9: Fiscal decentralization - Prof. Elina De Simone
- Lesson n. 10: The welfare state: an introduction - Prof. Elina De Simone
- Lesson n. 11: Defining taxes - Prof. Maria Grazia Pazienza
- Lesson n. 12: Tax Incidence - Part one - Prof. Maria Grazia Pazienza
- Lesson n. 13: Tax Incidence - Part two - Prof. Maria Grazia Pazienza
- Lesson n. 14: Tax Incidence - Part three - Prof. Maria Grazia Pazienza
- Lesson n. 15: Tax inefficiencies - Part one - Prof. Maria Grazia Pazienza
- Lesson n. 16: Tax inefficiencies - Part two- Prof. Maria Grazia Pazienza
- Lesson n. 17: Tax inefficiencies - Part three - Prof. Maria Grazia Pazienza
- Lesson n. 18: Taxes on labour supply - Part one - Prof. Maria Grazia Pazienza
- Lesson n. 19: Taxes on labour supply - Part two - Prof. Maria Grazia Pazienza
- Lesson n. 20: Taxes and savings - Prof. Maria Grazia Pazienza

Bibliography:

Gruber, J. Public Finance and Public Policy, Macmillan, fifth edition 2011

Third Year

MANAGEMENT ACCOUNTING

CFU: 9 – SECS-P/07

Scientific Coordinator:

Prof. Alberto Romolini

Description:

The course of Management Accounting aims to provide students the basic instruments to understand business management. In details, the course is based on the following topics: Managerial Accounting and Costs classification, Cost-Volume-Profit Relationship, Activity Based Costing, Budgeting, Flexible Budgets and performance analysis, Standard Costs, Different Analysis, Capital Budgeting Decisions, Pricing products and services, Profitability analysis

Video Professor:

Prof. Ajay Kumar Takiar - *Senior Lecturer ACCA Ulaanbaatar (Mongolia)*

Videolections:

- Lesson n. 1: Accounting for management and source of data
- Lesson n. 2: Cost classification
- Lesson n. 3: Accounting for material
- Lesson n. 4: Accounting for labour
- Lesson n. 5: Accounting for overheads
- Lesson n. 6: Absorption and marginal costing
- Lesson n. 7: Job, batch and service costing
- Lesson n. 8: Process costing

- Lesson n. 9: Joint products by-products and alternative costing principles
- Lesson n. 10: Statistical technique. Part one
- Lesson n. 11: Statistical technique. Part two
- Lesson n. 12: Budgeting
- Lesson n. 13: The budgetary process
- Lesson n. 14: Making budgets work
- Lesson n. 15: Capital expenditure & principles of relevant costing
- Lesson n. 16: Methods of project appraisal
- Lesson n. 17: Standard costing. Part one
- Lesson n. 18: Standard costing. Part two
- Lesson n. 19: Performance measurement
- Lesson n. 20: Applications of performance measurement

Bibliography:

Hornigren C.T., Sundem G.L., Schatzberg J.O., Burgstahler D., Introduction to Management Accounting, 16th Global Edition, Pearson, Part. 2: Accounting for Planning and Control; Part 3: Capital Budgeting; Part 4: Product Costing.

Third Year

INDUSTRIAL ORGANIZATION

CFU: 9 – SECS-P/06

Scientific Coordinator:

Prof. Linda Meleo

Description:

The course of Industrial Organization provides students with the theoretical backgrounds to study and understand the behaviour and interactions among firms and their effects on market structure. In details, the student will learn to understand how firms interactions influence market equilibrium and market structures (perfect and imperfect competition), and the firms' strategies to acquire market power (cartels, mergers, etc.). In addition, students will understand the reasons for which antitrust and ex-post regulation is important for the economic growth of a region or of a country, and the way anti-competitive behaviour are managed by policy makers. In this way, students will also understand the actual regulatory choices made especially in Europe and the US.

Video Professor:

Prof. Davide Quaglione – *Università degli Studi "G. D'Annunzio"
Chieti - Pescara*

Videolections:

- Lesson 1: The firm and its costs: Cost functions, short and long run
- Lesson 2: Perfect competition
- Lesson 3: Monopoly
- Lesson 4: Monopsony and dominant firms

- Lesson 5: Cartels
- Lesson 6: Oligopoly: Cournot
- Lesson 7: Oligopoly: Bertrand and von Stackelberg
- Lesson 8: Monopolistic competition and product differentiation: the Chamberlin model
- Lesson 9: Monopolistic competition and product differentiation: Hotelling's and Salop's models
- Lesson 10: Price discrimination (I and III type)
- Lesson 11: Complex methods for price setting (II type price discrimination)
- Lesson 12: Strategic behavior: entry deterrence and predation
- Lesson 13: Vertical integration and vertical restrictions

Bibliography:

C-P: Carlton and Perloff, *Modern Industrial Organization*, 4th edition, Pearson

Third Year

BUSINESS LAW

CFU: 9 – IUS/04

Scientific Coordinator:

Prof. Andrea Giordano

Description:

The course aims to provide a first picture of the legal aspects related to the performance of business: contract law, aspects of comparative private law, financial instruments linked to the performance of the business, bank contracts, International bank guarantees and consumer law, anti-trust, ICC's models

Video Professor:

Prof. Jonathan Price

Videoleasons:

- Lesson n. 1: The Law of Contract
- Lesson n. 2: Sale of Goods
- Lesson n. 3: International Trade part I
- Lesson n. 4: International Trade part II
- Lesson n. 5: International Trade part III
- Lesson n. 6: Documentary Credits
- Lesson n. 7: The EU Single Market
- Lesson n. 8: North American free trade
- Lesson n. 9: Foreign direct investment
- Lesson n. 10: FDI risks
- Lesson n. 11: Employment law

- Lesson n. 12: Tax
- Lesson n. 13: The trademarks and copyright
- Lesson n. 14: Design rights and patents
- Lesson n. 15: Enforcing IP
- Lesson n. 16: Licensing IPR
- Lesson n. 17: Passing off and counterfeiting
- Lesson n. 18: Confidentiality and protecting IPR
- Lesson n. 19: EU Competition Law (part one)
- Lesson n. 20: EU Competition Law (part two)
- Lesson n. 21: EU Competition Law (part three)
- Lesson n. 22: US Anti-trust (part one)
- Lesson n. 23: US Anti-trust (part two)
- Lesson n. 24: Competition law enforcement (part one)
- Lesson n. 25: Competition law enforcement (part two)

Bibliography:

Earle, International Business Law and Its Environment, Cengage - Western Legal Studies in Business 8th Edition 2012 (international edition)

Third Year

FINANCIAL MATHEMATICS

CFU: 9 – SECS-S/06

Scientific Coordinator:

Prof. Francesco Rocciolo

Description:

The course of Financial Mathematics aims to provide students the basic knowledge of financial mathematics instruments such as simple interest, discount interest, compound interest, debt retirement approaches, annuities, and cash flow.

Video Professor:

Prof. David Gerard Stack - *riskGRID Executive Education*

Videolessons:

- Lesson n. 1: Interest rates & money
- Lesson n. 2: Future & present value of cashflows
- Lesson n. 3: Valuing classic cashflows
- Lesson n. 4: Valuing any cashflow
- Lesson n. 5: Debt repayment schedule & re-financing
- Lesson n. 6: Investment returns analytics & performance
- Lesson n. 7: Interpreting market prices
- Lesson n. 8: Bond pricing basics 101
- Lesson n. 9: Bond pricing basics 201
- Lesson n. 10: Interpolating market prices
- Lesson n. 11: Bond pricing intermediate 301
- Lesson n. 12: Interest rate parity
- Lesson n. 13: Financial futures, swaps & options – an introduction
- Lesson n. 14: Hedging with eurodollar stir futures
- Lesson n. 15: Interest rates trading an intro

Bibliography:

S. Garrett, *An Introduction to the Mathematics of Finance*, 2nd Edition. A Deterministic Approach.

Financial Management

The curriculum Financial Management in english provides a strong understanding about the management dynamics of enterprises operating in international markets with a focus on the financial topics. The aim of the course is to provide students knowledge about the financial dynamics in the company management, the financial international markets and risk management.

Indeed, the course gives to the students the fundamental concepts about the current financial market evolution in the perspective of the general economics approach. Moreover, the "core" educational program offers courses related to the business management, organizational dynamics, marketing, financial accounting, corporate finance, risk management ad international financial management.

The educational path for students is completed with the acquisition of abilities in the field of mathematics and statistic, applied to business management, and in the area of international law and regulation.

Primo Anno

- Economics
- Introduction to business administration
- Mathematics
- Introduction to law
- Business management
- Organizational dynamics and behaviour
- English language
- Information management



Secondo Anno

- Monetary economics
- Statistics and business statistics
- International contract law
- Corporate finance
- Banking and finance
- Risk management
- Free choice

Terzo Anno

- Public economics
- International financial management
- Industrial organization
- Business law
- Financial mathematics
- Free choice
- Dissertation

First Year

ECONOMICS

CFU: 9 – SECS-P/01

Scientific Coordinator:

Prof. Leila Chentouf

Description:


The course of Economics aims to provide students the basic instruments to understand micro and macroeconomics issues. In details, the course is divided into two main broad topics. The first one deals microeconomic analysis, focusing on consumer theory, firms theory, perfect competition, monopoly, and oligopoly market structures. The second one is dedicated to macroeconomic analysis dealing with some basic models representing the aggregate economic phenomena (mainly IS-LM model, inflation, unemployment, monetary issues i.e.).

Video Professor:

[Prof. Carlo Andrea Bollino](#) - *Università di Perugia (Perugia)*

Videoleasons:

- Lesson n. 1: Introduction to Economics
- Lesson n. 2: Choices and preferences
- Lesson n. 3: Consumer demand
- Lesson n. 4: Market demand
- Lesson n. 5: Production
- Lesson n. 6: Short-term costs
- Lesson n. 7: Long-term costs
- Lesson n. 8: The Competitive Firm
- Lesson n. 9: Equilibrium in perfect competition
- Lesson n. 10: Monopoly

- 
- Lesson n. 11: Game Theory
 - Lesson n. 12: Game Theory - Part II
 - Lesson n. 13: Oligopoly
 - Lesson n. 14: Welfare Economics
 - Lesson n. 15: Welfare Theorems and General Economic Equilibrium (I)
 - Lesson n. 16: General Economic Equilibrium (II): The Production Possibilities Frontier
 - Lesson n. 17: Introduction to Macroeconomics
 - Lesson n. 18: Aggregate economic activity in figures
 - Lesson n. 19: Aggregate Demand and Supply
 - Lesson n. 20: Labour and Unemployment
 - Lesson n. 21: Inflation and Phillips Curve
 - Lesson n. 22: Consumption
 - Lesson n. 23: Investments
 - Lesson n. 24: Income and Expenditure Model
 - Lesson n. 25: The Multiplier
 - Lesson n. 26: Demand for money
 - Lesson n. 27: The Central Bank
 - Lesson n. 28: The IS-LM Model
 - Lesson n. 29: The Macroeconomic Equilibrium in the IS-LM model
 - Lesson n. 30: Monetary and Fiscal Policy
 - Lesson n. 31: Foreign trade
 - Lesson n. 32: Mundell Fleming's Model
 - Lesson n. 33: Public Deficit and Social Security
 - Lesson n. 34: The European Monetary Union

Bibliography:

Samuelson P.A., Nordhaus W.D. (2009), Economics, Mc Graw-Hill, 19/ed.

First Year

INTRODUCTION TO BUSINESS ADMINISTRATION

CFU: 9 – SECS-P/07

Scientific Coordinator:

Prof. Laura Carraresi

Description:

This course combines a comprehensive and classic framework with a deeper treatment of contemporary management topics. It is an essential introduction to the administration of a business, covering topics such as performance and management of business operations, decision-making as well as the efficient organization of people and other resources. Practical applications of the concepts will be given with examples, exercises, and case studies arising from the real-life context.

Video Professor:


[Prof. Paola Demartini](#) - *Università Roma Tre (Roma)*

[Prof. John Dumay](#) - *Macquarie University (Sydney - Australia)*

[Prof. Wojciech Czakon](#) - *University of Economics (Katowice - Polonia)*

Videoleasons:

- Lesson n. 1: Managing in Organisations - Prof. Paola Demartini
- Lesson n. 2: Models of management - Prof. Paola Demartini
- Lesson n. 3: The Environment of Management - Prof. Paola Demartini
- Lesson n. 4: Planning - Prof. Paola Demartini
- Lesson n. 5: Strategic Management - Prof. Paola Demartini
- Lesson n. 6: Decision Making - Prof. Paola Demartini
- Lesson n. 7: Organisation - Prof. Paola Demartini
- Lesson n. 8: Accounting theory - Prof. John Dumay
- Lesson n. 9: The conceptual framework. Part one - Prof. John Dumay

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- Lesson n. 10: The conceptual framework. Part two - Prof. John Dumay
 - Lesson n. 11: Standard setting - Prof. John Dumay
 - Lesson n. 12: Measurement - Prof. John Dumay
 - Lesson n. 13: Products of the financial reporting process - Prof. John Dumay
 - Lesson n. 14: Current and critical perspectives in intellectual capital - Prof. John Dumay
 - Lesson n. 15: Non-financial reporting and disclosure - Prof. John Dumay
 - Lesson n. 16: Responsibility Accounting - Prof. Wojciech Czakon
 - Lesson n. 17: Management Accounting Principles - Prof. Wojciech Czakon
 - Lesson n. 18: Costing Systems - Prof. Wojciech Czakon
 - Lesson n. 19: Cost-Volume-Profit Analysis - Prof. Wojciech Czakon
 - Lesson n. 20: Performance Measurement - Prof. Wojciech Czakon
 - Lesson n. 21: Responsibility Centers - Prof. Wojciech Czakon
 - Lesson n. 22: Budget Planning - Prof. Wojciech Czakon
 - Lesson n. 23: Organization of Budget Planning - Prof. Wojciech Czakon
 - Lesson n. 24: Budget Controlling - Prof. Wojciech Czakon
 - Lesson n. 25: Quality Management - Prof. Wojciech Czakon

Bibliography:

SMITH M., (2011), *Fundamentals of Management*, 2/e, McGraw-Hill or
Boddy, D. (2014). *Management: An Introduction*, Pearson Education

First Year

MATHEMATICS

CFU: 9 – SECS-S/06

Scientific Coordinator:

Prof. Clemente Cesarano

Description:


The course of Mathematics aims to provide students the understanding of the basic analytical instruments, focusing also to the tools currently used in the economic analysis. The main topics of the course are the study of the functions, derivatives of functions, integrals, and matrices. The course is the basic step to collect the tools necessary to attend statistics and other economic courses.

Video Professor:

Prof. Assem Deif - *University of Cairo (Cairo - Egypt)*

Videolessons:

- Lesson n. 1: Introduction
- Lesson n. 2: Real Numbers
- Lesson n. 3: Real Functions
- Lesson n. 4: Classifications of functions
- Lesson n. 5: Basic functions
- Lesson n. 6: Composite functions
- Lesson n. 7: Inverse functions
- Lesson n. 8: Limits
- Lesson n. 9: Limit theorem
- Lesson n. 10: Continuity
- Lesson n. 11: Differentiation

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- Lesson n. 12: Derivative of the inverse, composite and implicit functions
 - Lesson n. 13: Applications to the derivative
 - Lesson n. 14: Indeterminate forms and l'Hopital rule
 - Lesson n. 15: Maximum and minimum values of a function
 - Lesson n. 16: Curve sketching
 - Lesson n. 17: Antiderivative or the indefinite integral
 - Lesson n. 18: Integration by substitution
 - Lesson n. 19: Integration by parts
 - Lesson n. 20: Trigonometric and hyperbolic integrals
 - Lesson n. 21: Trigonometric and hyperbolic substitutions
 - Lesson n. 22: Integration by partial fractions
 - Lesson n. 23: The definite integral
 - Lesson n. 24: Properties of the definite integral
 - Lesson n. 25: Fundamental theorem for calculus

Bibliography:

A Jeffrey; *Advanced Engineering Mathematics*, Harcourt/Academic Press; 2002;

R. Bartle & D. Sherbert, *Introduction to Real Analysis*, Wiley, 1982;

R. Haggerty, *Fundamentals of Mathematical Analysis*, Addison-Wesley, 1992;

Dolciani, M. et al : *Introductory Analysis* , Houghton Mifflin , Boston , 1991.

First Year

INTRODUCTION TO LAW

CFU: 9 – IUS/01

Scientific Coordinator:

Prof. Francesca Maschio

Description:

The course aims to increase the theoretical and practical knowledge of the international business law through the analysis of the global legal environment in which business operates today, with an effective overview of nation-to-national relations, dispute settlement across national borders and multinational enterprises. Special treatment is given to global legal issues in sales, money and banking, transportation and financing

Video Professors:

Prof. [Giorgio Resta](#) - *Università di Bari (Bari)*

Prof. [Luca Francesia](#) - *CSC Computer Sciences Italia S.r.l. (Italia)*

Videoleasons:

- Lesson n. 1: Law: an introduction - [Prof. Giorgio Resta](#)
- Lesson n. 2: Legal systems - [Prof. Giorgio Resta](#)
- Lesson n. 3: Oracles of law - [Prof. Giorgio Resta](#)
- Lesson n. 4: Interpretation - [Prof. Giorgio Resta](#)
- Lesson n. 5: Values: dignity - [Prof. Giorgio Resta](#)
- Lesson n. 6: Privacy - [Prof. Giorgio Resta](#)
- Lesson n. 7: Property - Part one - [Prof. Giorgio Resta](#)
- Lesson n. 8: Property - Part two - [Prof. Giorgio Resta](#)

- Lesson n. 9: Contracts - [Prof. Giorgio Resta](#)
- Lesson n. 10: Torts - Part one - [Prof. Giorgio Resta](#)
- Lesson n. 11: Torts - Part two - [Prof. Giorgio Resta](#)
- Lesson n. 12: Law & new technologies - [Prof. Giorgio Resta](#)
- Lesson n. 13: Justice and the media - [Prof. Giorgio Resta](#)
- Lesson n. 14: International Law – [Prof. Luca Francesia](#)
- Lesson n. 15: International Persons – [Prof. Luca Francesia](#)
- Lesson n. 16: Legal systems – [Prof. Luca Francesia](#)
- Lesson n. 17: State Responsibility - Part one – [Prof. Luca Francesia](#)
- Lesson n. 18: State Responsibility - Part two – [Prof. Luca Francesia](#)
- Lesson n. 19: State Responsibility - Part three – [Prof. Luca Francesia](#)
- Lesson n. 20: Dispute Settlement - Part one – [Prof. Luca Francesia](#)
- Lesson n. 21: Dispute Settlement - Part two – [Prof. Luca Francesia](#)
- Lesson n. 22: Business and Organization of Multinational Enterprises – [Prof. Luca Francesia](#)
- Lesson n. 23: Regulation of Multinational Enterprises – [Prof. Luca Francesia](#)

Bibliography:

R. A. August, D. Mayer, M. Bixby, *International Business Law: International Edition*, 6/E, 2013 Pearson

First Year

BUSINESS MANAGEMENT

CFU: 9 – SECS-P/08

Scientific Coordinator:

Prof. Raffaele Spallone

Description:

The course of Principles of Business Management aims to provide students the basic instruments to understand business management. In details, the course is based on the following topics: Introduction to Business Management, Business Plan and Strategic Management, Functional Management Activities, Operations Management, Logistics Management, Financial Management, Human resources Management, Marketing, Entrepreneurship.


Video Professors:

[Prof. Eusebio Scornavacca](#) - *University of Baltimore (Maryland - Stati Uniti)*

[Prof. Morten Huse](#) - *University Witten/Herdeck (Germany)*

Videoleasons:

- Lesson n. 1: Managing effectively in a global world - [Prof. Eusebio Scornavacca](#)
- Lesson n. 2: The evolution of management - [Prof. Eusebio Scornavacca](#)
- Lesson n. 3: The organizational environment and culture - [Prof. Eusebio Scornavacca](#)
- Lesson n. 4: Ethics and corporate responsibility - [Prof. Eusebio Scornavacca](#)
- Lesson n. 5: Planning and decision making - [Prof. Eusebio Scornavacca](#)

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- Lesson n. 6: Entrepreneurship - [Prof. Eusebio Scornavacca](#)
 - Lesson n. 7: Organizing for success - [Prof. Eusebio Scornavacca](#)
 - Lesson n. 8: Managing human resources - [Prof. Eusebio Scornavacca](#)
 - Lesson n. 9: Managing diversity and inclusion - [Prof. Eusebio Scornavacca](#)
 - Lesson n. 10: Leadership - [Prof. Eusebio Scornavacca](#)
 - Lesson n. 11: Motivating people - [Prof. Eusebio Scornavacca](#)
 - Lesson n. 12: Teamwork - [Prof. Eusebio Scornavacca](#)
 - Lesson n. 13: Communicating - [Prof. Eusebio Scornavacca](#)
 - Lesson n. 14: Managerial control - [Prof. Eusebio Scornavacca](#)
 - Lesson n. 15: Innovating and changing - [Prof. Eusebio Scornavacca](#)
 - Lesson n. 16: Corporate Governance: what is it? - [Prof. Morten Huse](#)
 - Lesson n. 17: Accountability - [Prof. Morten Huse](#)
 - Lesson n. 18: Board members: independence and competence - [Prof. Morten Huse](#)
 - Lesson n. 19: Does one size fit all? - [Prof. Morten Huse](#)
 - Lesson n. 20: Board leadership and structures - [Prof. Morten Huse](#)
 - Lesson n. 21: Value creation – a value chain approach - [Prof. Morten Huse](#)

Bibliography:

G. Dess, G.T. Lumpkin, A. Eisner and G. McNamara, Strategic Management: Text and Cases, 7th edition, Mc Graw-Hill.

First Year

ORGANIZATIONAL DYNAMICS AND BEHAVIOUR

CFU: 9 – SECS-P/10

Scientific Coordinator:

Prof. Maurizio Cavallari

Description:

The course explores in a managerial perspective research and practical applications on organizational behavior. In particular, the study route is divided into 4 different sections: ■ Section I: The Organization Behavior Context and Learning Community ■ Section II : Managing Teams ■ Section III : Understanding and Managing Individuals ■ Section IV : Managing Key Organizational Processes. At the end of the module students:

1. will have a deeper understanding of how the study of organisational behaviour can aid us in improving the performance and well-being of people at work;
2. will have understood how models, theories and concepts about organisational behaviour can be used to promote the effectiveness of individuals, groups and organizations;
3. will have developed skills for the analysis of individual, group and organisational functioning that enhances their effectiveness as managers;
4. will have developed a richer and more complex representation of organisational behavior, enabling them to contribute more effectively in the workplace.

Video Professor:

Prof. Luca Gnan - *Università di Tor Vergata (Roma)*

Videoleasons:

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- Lesson n. 1: Organizational Behavior: An Overview
 - Lesson n. 2: Expectations And Learning
 - Lesson n. 3: Leadership Dynamics
 - Lesson n. 4: Team Problem, Decision Making, And Effectiveness - Part I
 - Lesson n. 5: Team Problem, Decision Making, And Effectiveness - Part II
 - Lesson n. 6: Group Dynamics And Performance - Part I
 - Lesson n. 7: Group Dynamics And Performance - Part II
 - Lesson n. 8: Appreciating Individual Differences - Part I
 - Lesson n. 9: Appreciating Individual Differences - Part II
 - Lesson n. 10: Motivation - Part I
 - Lesson n. 11: Motivation - Part II
 - Lesson n. 12: Stress And The Management Of Stress
 - Lesson n. 13: Organization And Work Design - Part I
 - Lesson n. 14: Organization And Work Design - Part II
 - Lesson n. 15: Organization And Work Design - Part III
 - Lesson n. 16: Organization And Work Design - Part IV
 - Lesson n. 17: Creativity And Innovation
 - Lesson n. 18: Organizational Culture
 - Lesson n. 19: Organizational Change, Development And Learning - Part I
 - Lesson n. 20: Organizational Change, Development And Learning - Part II

Bibliography:

R. Fincham, P. Rhodes, Principles Of Organizational Behaviour, Oxford University Press, 2005.

First Year

ENGLISH LANGUAGE

CFU: 3 - L-LIN/12

Scientific Coordinator:

Prof. Michaela Lucrezia Squiccimarro

Description:

The course aims to provide students of the basic knowledge of English language (reading, listening, writing, speaking), with a particular focus on technical and business English.

Bibliography:

Raymond Murphy, English Grammar in Use with answers
Upper-Intermediate

Grammar compendium;

Business English Glossary.

First Year

INFORMATION MANAGEMENT

CFU: 3 – ING-INF/05

Scientific Coordinator:

Prof.ssa Gabriella Campo

Description:

Obiettivo del corso è dare una conoscenza applicativa sul mondo dell'informatica. Lo studente imparerà, oltre al funzionamento e la struttura degli elaboratori e delle reti, Internet e i sistemi di interazione tra gli utenti, la ricerca delle informazioni. Sicurezza

Video Professor:

Prof. Valentina Presutti - *Researcher, STlab ISTC-CNR (Roma)*

Videoleasons:

- Lesson n. 1: Introduction to Computer Science
- Lesson n. 2: Computer Architecture: Hardware
- Lesson n. 3: Computer architecture: Software
- Lesson n. 4: Computer Networks
- Lesson n. 5: Excel Basics
- Lesson n. 6: Excel Advanced - Part One
- Lesson n. 7: Excel Advanced - Part Two
- Lesson n. 8: Excel for Statistics Analysis
- Lesson n. 9: Automate Tasks in Excel
- Lesson n. 10: Example Data Analysis with Excel
- Lesson n. 11: Word Processing
- Lesson n. 12: Powerpoint
- Lesson n. 13: The Internet and the World Wide Web
- Lesson n. 14: The evolution of the WEB - Part one
- Lesson n. 15: The evolution of the WEB - Part two
- Lesson n. 16: Google and its services
- Lesson n. 17: Cyber security

Bibliography:

Information Technology Fundamentals, Julia Fisk, Baker global editions, 2015

Second Year

MONETARY ECONOMICS

CFU: 9 – SECS-P/02

Scientific Coordinator:

Prof. Lorenzo Dorato

Description:

The course of Monetary Economics provides students with the basic tools necessary to understand what the financial system does, how it works and its link with real economy. The first part of the course will deal with the definition and functioning of the financial system and will explain the relation between interest rates, time and risk. The second part of the course will be devoted to analysis of Central Banks and monetary policy. The third part will present and discuss the main economic theories behind modern monetary policy. Students attending the course will be able to understand the reasons for monetary policies implemented in the main Regions of the World and the challenges arising from the changing nature of financial markets.

Video Professor:

[Prof. Piero Esposito](#) - *Research Fellow, LUISS*

Videoleasons:

- Lesson 1: Money and the financial system.
- Lesson 2: Financial instruments, financial markets, and financial institutions.
- Lesson 3: Future value, present value and interest rates.
- Lesson 4: Understanding risk.
- Lesson 5: Bonds, bonds prices and the determinants of interest rates

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- Lesson 6: The risk and term structure of interest rates.
 - Lesson 7: Foreign exchange.
 - Lesson 8: Central banks, monetary policy, and financial stability
 - Lesson 9: The structure of the Central Banks: the FED and the ECB.
 - Lesson 10: The Central Bank balance sheet and the money supply process.
 - Lesson 11: Monetary Policy; stabilizing the domestic economy.
 - Lesson 12: Money growth, money demand and modern monetary policy.
 - Lesson 13: Output, inflation and monetary policy.
 - Lesson 14: Understanding business cycles fluctuations.
 - Lesson 15: Modern monetary policy.

Bibliography:

Cecchetti S.G., Schenholtz K.L. (2017). Money, Banking, and Financial Markets, 5th edition. McGraw-Hill.

Second Year

STATISTICS AND BUSINESS STATISTICS

CFU: 9 – SECS-S/01

Scientific Coordinator:

Prof. Luigi Biggeri

Descrizione:

The course of Statistics and Business Statistics aims to provide students with the fundamentals of statistics methodology used in economic and business studies. The main contents of the courses are indicated below: descriptive statistics; probability; linear simple regression models; multiple regression models. The lessons include some application of statistical instrument to business and economic cases.

Video Professor:

Prof. Massimo Tivegna - Università di Teramo

Videoleasons:

- Lesson n. 1: Introduction and basics in statistics
- Lesson n. 2: Organizing data
- Lesson n. 3: Visualizing data
- Lesson n. 4: Numerical descriptive measures – Part I
- Lesson n. 5: Numerical descriptive measures - Part II
- Lesson n. 6: Numerical descriptive measures - Part III
- Lesson n. 7: Numerical descriptive measures - Part IV
- Lesson n. 8: Numerical descriptive measures - Part V
- Lesson n. 9: Basic probability
- Lesson n. 10: Less basic probability
- Lesson n. 11: Discrete probability distributions
- Lesson n. 12: Binomial and poisson probability distributions – Part I

- Lesson n. 13: Binomial and poisson probability distributions – Part II
- Lesson n. 14: The normal distribution - Part I
- Lesson n. 15: The normal distribution - Part II
- Lesson n. 16: The normal distribution - Part III
- Lesson n. 17: Sampling and sampling distributions – Part I
- Lesson n. 18: Sampling and sampling distributions – Part II
- Lesson n. 19: Sampling and sampling distributions – Part III
- Lesson n. 20: Confidence interval estimation - Part I
- Lesson n. 21: Confidence interval estimation - Part II
- Lesson n. 22: Confidence interval estimation - Part III
- Lesson n. 23: Fundamentals of hypothesis testing: one-sample tests - Part I
- Lesson n. 24: Fundamentals of hypothesis testing: one-sample tests - Part II
- Lesson n. 25: Fundamentals of hypothesis testing: one-sample tests - Part III
- Lesson n. 26: Fundamentals of hypothesis testing: one-sample tests - Part IV
- Lesson n. 27: Two-sample tests - Part I
- Lesson n. 28: Two-sample tests - Part II
- Lesson n. 29: Two-sample tests - Part III
- Lesson n. 30: One-way Anova: hints
- Lesson n. 31: Chi-square tests - Part I
- Lesson n. 32: Chi-square tests - Part II
- Lesson n. 33: Simple linear regression - Part I
- Lesson n. 34: Simple linear regression - Part II
- Lesson n. 35: Simple linear regression - Part III
- Lesson n. 36: Simple linear regression - Part IV
- Lesson n. 37: Introduction to multiple regression - Part I
- Lesson n. 38: Introduction to multiple regression - Part II
- Lesson n. 39: Introduction to multiple regression - Part III
- Lesson n. 40: Summing-up and beyond

Bibliography:

Donnelly, R. A. (2015). Business statistics. Pearson Higher Ed., second edition

Second Year

INTERNATIONAL CONTRACT LAW

CFU: 9 – IUS/04

Scientific Coordinator:

Prof. Andrea Sacco Ginevri

Description:


The course proposes to investigate some specific issues of international law of contracts such as: The “common core” of contract law; Acquis communautaire about contracts; The definition and requirements of the contract; The principle of freedom of contract; Choice of the law applicable to “internal” contract; Duties to inform; Good faith and solidarity; Hardship clause; Penalty clause; Unfair terms.

Video Professor:

*Prof. Pierre de Gioia-Carabellese - Heriot Watt University
(Edimburgo - Regno Unito)*

Videoleasons:

- Lesson n. 1: the development of contract law
- Lesson n. 2: offer and acceptance of a contract
- Lesson n. 3: the acceptance of an offer
- Lesson n. 4: the communication of acceptance
- Lesson n. 5: intention to create legal relations & certainty of terms
- Lesson n. 6: consideration
- Lesson n. 7: promissory estoppel
- Lesson n. 8: terms and representations

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- Lesson n. 9: exclusion clauses
 - Lesson n. 10: misrepresentation
 - Lesson n. 11: the mistake
 - Lesson n. 12: duress and undue influence
 - Lesson n. 13: statutory control of contracts
 - Lesson n. 14: discharge of a contract
 - Lesson n. 15: discharge by frustration
 - Lesson n. 16: damages and equitable remedies
 - Lesson n. 17: damages – mitigation
 - Lesson n. 18: discharge by breach
 - Lesson n. 19: privity
 - Lesson n. 20: capacity in contract

Bibliography:

R Taylor and D Taylor, *Contract Law Directions* (6th edn 2017, Oxford University Press Oxford).

Second Year

CORPORATE FINANCE

CFU: 9 – SECS-P/09

Scientific Coordinator:

Prof. Antonia Coppola

Description:


The course of Corporate Finance aims to provide students the basic instruments to understand business management. In details, the course is based on the following topics: Time value of money, Compounded and simple interest, Financial functions, Interest rates and applications, Equal payment series, bonds, and cash flows, Project evaluation, Internal rate of return (IRR) and payback, Break even point, Financial statements, Income statement, Cycle dynamics, Managing working capital requirement, Integrating financials and operations, Cash flow, Ratios, Bond valuation, Equity valuation, Financing and WACC, Economic value added (EVA)

Video Professor:

Prof. Rodrigo Zeidan - Fundação Dom Cabral (Rio de Janeiro - Brasile)

Videoleasons:

- Lesson n. 1: Time value of money
- Lesson n. 2: Compounded and simple interest
- Lesson n. 3: Financial functions
- Lesson n. 4: Interest rates and applications
- Lesson n. 5: Equal payment series, bonds, and cash flows
- Lesson n. 6: Project evaluation

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- Lesson n. 7: Internal rate of return (IRR) and payback
 - Lesson n. 8: Break even point
 - Lesson n. 9: Financial statements
 - Lesson n. 10: Income statement
 - Lesson n. 11: Cycle dynamics
 - Lesson n. 12: Managing working capital requirement
 - Lesson n. 13: Integrating financials and operations
 - Lesson n. 14: Cash flow
 - Lesson n. 15: Ratios
 - Lesson n. 16: Bond valuation
 - Lesson n. 17: Equity valuation. Part one
 - Lesson n. 18: Equity valuation. Part two
 - Lesson n. 19: Financing and WACC
 - Lesson n. 20: Economic value added (EVA)

Bibliography:

J. Berk, P. DeMarzo (2013). *Corporate Finance*, 3rd Edition, Pearson

Second Year

BANKING AND FINANCE

CFU: 9 – SECS-P/11

Scientific Coordinator:

Prof. Paolo Agnese

Description:

Deepening both the role of money in the modern economy and all the issues linked with macroeconomic theory, the course highlights the relationship between globalization, financial and credit markets and economic and financial crises. Moreover, the course sets the financial and credit market's equilibrium within a more generalised economic and juridical framework. From this general context, the analysis starts to shrink on the functional and on the financial structure of the main subjects of intermediation: banks and financial intermediaries. Finally, the course focuses on financial instruments used mainly in the financial and credit market.

Video Professor:

Prof. Gianluca Mattarocci - *Università degli Studi di Roma "Tor Vergata"* (Roma)

Videolessons:

- Lesson n. 1: Overview of the Financial System
- Lesson n. 2: The money market
- Lesson n. 3: The bond market
- Lesson n. 4: The stock market
- Lesson n. 5: The mortgages market
- Lesson n. 6: The foreign exchange market

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- Lesson n. 7: The international financial system
 - Lesson n. 8: Are financial markets efficient?
 - Lesson n. 9: Why do financial institutions exist?
 - Lesson n. 10: Banking and the management of financial institutions
 - Lesson n. 11: Financial regulation
 - Lesson n. 12: Central banks and monetary policy
 - Lesson n. 13: Bank Industry: structure and competition
 - Lesson n. 14: The mutual fund industry
 - Lesson n. 15: Insurance companies and pension funds
 - Lesson n. 16: Investment banks, security brokers and dealers, and venture capital firms
 - Lesson n. 17: Finance companies
 - Lesson n. 18: Saving associations and credit unions
 - Lesson n. 19: Risk management in financial institutions
 - Lesson n. 20: Hedging with financial derivatives

Bibliography:

Frederic S. Mishkin and Stanley Eakins (2015), *Financial Markets and Institutions*, Prentice Hall, 8th edition

Second Year

RISK MANAGEMENT

CFU: 9 – SECS-P/09

Scientific Coordinator:

Prof. Simone Lavorgna

Description:

The course of Risk Management aims to provide students the basic instruments to understand business management. In details, the course is based on the following topics: Introduction to risk management, enterprise risk, financial intermediation risk, interest rate risk, market risk, credit risk, operational risk, foreign exchange risk, liquidity risk, options, caps, swaps, futures and forwards, securitisation, Value at risk model.

Video Professor:

Prof. Maurizio Cavallari - *Università Cattolica di Milano*

Videoleasons:

- Lesson n. 1: Risk, security, organization. First Part
- Lesson n. 2: Risk, security, organization. Second Part
- Lesson n. 3: The organization of risk
- Lesson n. 4: Rationality and human action. First Part
- Lesson n. 5: Rationality and human action. Second Part
- Lesson n. 6: Rationality and human action. Third Part
- Lesson n. 7: Rational action and sociology
- Lesson n. 8: The social side
- Lesson n. 9: The practical approaches

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- Lesson n. 10: Risk, culture and organization
 - Lesson n. 11: Security
 - Lesson n. 12: Environmental risk
 - Lesson n. 13: Compliance risk
 - Lesson n. 14: Bank Risk management
 - Lesson n. 15: Bank IT/IS Risk
 - Lesson n. 16: Bank IT/IS Risk Audit
 - Lesson n. 17: Management issues of secure computing
 - Lesson n. 18: Fraud Risk
 - Lesson n. 19: Enterprise Risk Management
 - Lesson n. 20: B-C process

Bibliography:

M. Cavallari, Risk, Security and Organizational Aspects - (2012), Milano FrancoAngeli.

Third Year

PUBLIC ECONOMICS

CFU: 9 – SECS-P/03

Scientific Coordinator:

Prof. Antonio Di Majo

Description:

The course of Public Economics aims to provide students the theory and practice of regulation, competition, with a focus on antitrust issues. The students will have the understanding of the market failures (in particular public goods and the problems of the commons) and the governmental failures, the main antitrust issues such as imperfect competitions, collusive behaviours, asymmetric information, anti-competitive conducts. Some of the most famous European and Extra-European antitrust cases will be analysed.

Video Professor:

Prof. Elina De Simone - *Università degli studi di Napoli "Parthenope"*
(Napoli)

Prof. Maria Grazia Pazienza - *Università di Firenze (Firenze)*

Videolections:

- Lesson n. 1: Public goods - Part one - [Prof. Elina De Simone](#)
- Lesson n. 2: Public goods – Part two - [Prof. Elina De Simone](#)
- Lesson n. 3: Externalities – Part one - [Prof. Elina De Simone](#)
- Lesson n. 4: Externalities – Part two - [Prof. Elina De Simone](#)
- Lesson n. 5: State budget and budgetary institutions - [Prof. Elina De Simone](#)
- Lesson n. 6: The theory of Natural Monopoly - [Prof. Elina De Simone](#)

- Lesson n. 7: An introduction to the study of public economics - [Prof. Elina De Simone](#)
- Lesson n. 8: Equilibrium and social welfare - [Prof. Elina De Simone](#)
- Lesson n. 9: Fiscal decentralization - [Prof. Elina De Simone](#)
- Lesson n. 10: The welfare state: an introduction - [Prof. Elina De Simone](#)
- Lesson n. 11: Defining taxes - [Prof. Maria Grazia Pazienza](#)
- Lesson n. 12: Tax Incidence - Part one - [Prof. Maria Grazia Pazienza](#)
- Lesson n. 13: Tax Incidence - Part two - [Prof. Maria Grazia Pazienza](#)
- Lesson n. 14: Tax Incidence - Part three - [Prof. Maria Grazia Pazienza](#)
- Lesson n. 15: Tax inefficiencies - Part one - [Prof. Maria Grazia Pazienza](#)
- Lesson n. 16: Tax inefficiencies - Part two - [Prof. Maria Grazia Pazienza](#)
- Lesson n. 17: Tax inefficiencies - Part three - [Prof. Maria Grazia Pazienza](#)
- Lesson n. 18: Taxes on labour supply - Part one - [Prof. Maria Grazia Pazienza](#)
- Lesson n. 19: Taxes on labour supply - Part two - [Prof. Maria Grazia Pazienza](#)
- Lesson n. 20: Taxes and savings - [Prof. Maria Grazia Pazienza](#)

Bibliography:

Antonio Di Majo, Elina De Simone, Maria Grazia Pazienza, *Introduzione alla Scienza delle Finanze*, edizioni Pigreco, Roma, 2013.

Paolo Bosi, Maria Cecilia Guerra, *I tributi nell'economia italiana*, Il Mulino, Bologna, 2014.

Third Year

INTERNATIONAL FINANCIAL MANAGEMENT

CFU: 9 – SECS-P/09

Scientific Coordinator:

Prof. Simone Taddeo

Description:

The course focuses on the theoretical and practical knowledge for the management of financial and investment functions in multinational corporations. Participants will understand how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm. Students will learn how to manage multinational companies' investment and financing activities. The relevance of country risk and international corporate governance in cross-border investments will also be examined. The general emphasis is on the identification and management of opportunities and risk relating to international investments, exchange rate fluctuations, international financial markets and government policy changes.

Video professor

Prof. Gianluca Mattarocci - *Università degli Studi di Roma "Tor Vergata"*
(Roma - Italia)

Videoleasons:

- Lesson n. 1: Multinational Enterprise And Multinational Financial Management
- Lesson n. 2: The Determination Of The Exchange Rate
- Lesson n. 3: The International Monetary System
- Lesson n. 4: Parity Condition In International Finance And Currency Forecasting

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- Lesson n. 5: Balance Of Payments And International Economic Linkages
 - Lesson n. 6: Foreign Exchange Market
 - Lesson n. 7: Measuring And Managing Translation Risk – Part One
 - Lesson n. 8: Measuring And Managing Transaction Risk – Part Two
 - Lesson n. 9: Measuring And Managing Economic Exposure
 - Lesson n. 10: International Bond Market
 - Lesson n. 11: International Equity Market
 - Lesson n. 12: International Banking And Money Market
 - Lesson n. 13: International Cost Of Capital
 - Lesson n. 14: International Portfolio Investment
 - Lesson n. 15: Country Risk Analysis
 - Lesson n. 16: Financing Foreign Trade
 - Lesson n. 17: Corporate Strategy And Foreign Direct Investment
 - Lesson n. 18: Capital Budgeting For The Multinational Corporation
 - Lesson n. 19: Managing Working Capital
 - Lesson n. 20: Managing The Multinational Financial Management

Third Year

INDUSTRIAL ORGANIZATION

CFU: 9 – SECS-P/06

Scientific Coordinator:

Prof. Linda Meleo

Description:


The course of Industrial Organization provides students with the theoretical backgrounds to study and understand the behaviour and interactions among firms and their effects on market structure. In details, the student will learn to understand how firms interactions influence market equilibrium and market structures (perfect and imperfect competition), and the firms' strategies to acquire market power (cartels, mergers, etc.). In addition, students will understand the reasons for which antitrust and ex-post regulation is important for the economic growth of a region or of a country, and the way anti-competitive behaviour are managed by policy makers. In this way, students will also understand the actual regulatory choices made especially in Europe and the US.

Video Professor:

*Prof. Davide Quaglione – Università degli Studi "G. D'Annunzio"
Chieti - Pescara*

Videoleasons:

- Lesson 1: The firm and its costs: Cost functions, short and long run
- Lesson 2: Perfect competition
- Lesson 3: Monopoly

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- Lesson 4: Monopsony and dominant firms
 - Lesson 5: Cartels
 - Lesson 6: Oligopoly: Cournot
 - Lesson 7: Oligopoly: Bertrand and von Stackelberg
 - Lesson 8: Monopolistic competition and product differentiation: the Chamberlin model
 - Lesson 9: Monopolistic competition and product differentiation: Hotelling's and Salop's models
 - Lesson 10: Price discrimination (I and III type)
 - Lesson 11: Complex methods for price setting (II type price discrimination)
 - Lesson 12: Strategic behavior: entry deterrence and predation
 - Lesson 13: Vertical integration and vertical restrictions

Bibliography:

C-P: Carlton and Perloff, *Modern Industrial Organization*, 4th edition, Pearson

Third Year

BUSINESS LAW

CFU: 9 – IUS/04

Scientific Coordinator:

Prof. Massimiliano Silveti

Description:

The course aims to provide a first picture of the legal aspects related to the performance of business: contract law, aspects of comparative private law, financial instruments linked to the performance of the business, bank contracts, International bank guarantees and consumer law , antitrust , ICC's models

Video Professor:

Prof. Jonathan Price

Videoleasons:

- Lesson n. 1: The Law of Contract
- Lesson n. 2: Sale of Goods
- Lesson n. 3: International Trade part I
- Lesson n. 4: International Trade part II
- Lesson n. 5: International Trade part III
- Lesson n. 6: Documentary Credits
- Lesson n. 7: The EU Single Market
- Lesson n. 8: North American free trade
- Lesson n. 9: Foreign direct investment
- Lesson n. 10: FDI risks

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- Lesson n. 11: Employment law
 - Lesson n. 12: Tax
 - Lesson n. 13: The trademarks and copyright
 - Lesson n. 14: Design rights and patents
 - Lesson n. 15: Enforcing IP
 - Lesson n. 16: Licensing IPR
 - Lesson n. 17: Passing off and counterfeiting
 - Lesson n. 18: Confidentiality and protecting IPR
 - Lesson n. 19: EU Competition Law (part one)
 - Lesson n. 20: EU Competition Law (part two)
 - Lesson n. 21: EU Competition Law (part three)
 - Lesson n. 22: US Anti-trust (part one)
 - Lesson n. 23: US Anti-trust (part two)
 - Lesson n. 24: Competition law enforcement (part one)
 - Lesson n. 25: Competition law enforcement (part two)

Bibliography:

The recommended course book for this subject matter is Schaffer, Agusti, & Earle, *International Business Law and Its Environment*, Cengage - Western Legal Studies in Business 8th Edition 2012 (international edition) , ISBN-13 978- 1133587583 ISBN-10: 1133587585.

Third Year

FINANCIAL MATHEMATICS

CFU: 9 – SECS-S/06

Scientific Coordinator:

Prof. Giuseppe Melisi

Description:

The course of Financial Mathematics aims to provide students the basic knowledge of financial mathematics instruments such as simple interest, discount interest, compound interest, debt, retirement approaches, annuities, and cash flow.

Video Professor:

[Prof. David Gerard Stack](#) - riskGRID Executive Education

Videolections:

- Lesson n. 1: Interest Rates & Money
- Lesson n. 2: Future & Present Value Of Cashflows
- Lesson n. 3: Valuing Classic Cashflows
- Lesson n. 4: Valuing Any Cashflow
- Lesson n. 5: Debt Repayment Schedule & Re-Financing
- Lesson n. 6: Investment Returns Analytics & Performance
- Lesson n. 7: Interpreting Market Prices
- Lesson n. 8: Bond Pricing Basics 101
- Lesson n. 9: Bond Pricing Basics 201
- Lesson n. 10: Interpolating Market Prices
- Lesson n. 11: Bond Pricing Intermediate 301
- Lesson n. 12: Interest Rate Parity
- Lesson n. 13: Financial Futures, Swaps & Options – An Introduction
- Lesson n. 14: Hedging With Eurodollar Stir Futures
- Lesson n. 15: Interest Rates Trading An Intro

Bibliography:

An Introduction to the Mathematics of Finance, 2nd Edition. A Deterministic Approach. Author: Stephen Garrett.



Master Degree

**MANAGEMENT
AND DIGITAL TECHNOLOGIES LM-77**

- Management and Digital Technologies


Course Description

The second-cycle (master level) degree course in Management and Digital Technologies is mainly aimed at training a professional profile able to effectively and efficiently meet the multiple changes introduced by the digital revolution which is linked to the Information and Communication Technologies (ICTs) in various business fields such as industry, services and public administration (PA).

The graduate in Management and Digital Technologies must to be able to manage the changes introduced in the organizational patterns of businesses and in PA, also brought about by ICTs and identify areas for process and product innovation jointly with other technical experts. Additionally, these graduates must be able to develop new products, services and solutions linked to the ICTs, identify new business opportunities, formulate innovative marketing strategies, promote new marketing channels and, more widely speaking, new sales strategies. Finally, the graduate in Business Management and Digital Technologies must be capable of interpreting the market structure of which ICTs are part and know the relative main regulatory issues.

In brief, the second-cycle degree course in Management and Digital Technologies develops a highly-qualified professional profile having also high-level managerial and technological skills, deeply aware of the economic-legal implications of the innovative aspects of the ICTs, consequently able to work in highly competitive environments where ICTs are a strategic factor in terms competitiveness.

The second-level degree course in Management and Digital Technologies lasts two years. In the first year specializing skills regarding theoretical models related to innovation economics, business management, paying particular attention to ICTs, marketing strategies and of application of e-commerce models aimed at promotional and communication, as well as juridical bases connected to



the relationship between digital technologies and labor laws are supplied. In addition, in order to complete the skills framework the second-cycle graduate must possess to be able to hold executive positions also in businesses operating in the global markets international accounting skills are supplied.

Finally, the skills of the first year are fully achieved by acquiring knowledge linked to information processing systems, also from approaches of statistical nature and to the use of digital technologies in business management.

During the second year, courses aimed at further enhancing the skills needed to manage innovative businesses also with reference to the public sphere and to the e-government applications with a special focus again on new technologies and on the regulatory review of the fields involved in digital revolutions, TLC in the first place. The training path ends with deepening the most advanced Web-based technologies.

Path

Business Management and Digital Technologies

First Year

- Economics of innovation
- Digital Technologies for Business
- Big Data and Database Management
- International Financial Accounting
- ICT for the network organization
- Marketing, E-business, E-commerce
- Banking and Financial Law

Second Year

- Globalization and economic policy
- Public Management and e-government
- Management of business innovation
- Advanced Web Technologies
- Free choiche
- Altre attività (tirocinio)
- Thesis

First year

ECONOMICS OF INNOVATION

Scientific Coordinator:

Prof. Eleonora Veglianti

Description:

The course is intended to provide the students with the skills and tools to understand the dynamics of innovation and to define a successful innovation strategy. The course aims at providing the necessary knowledge, competences and tools to tackle the main innovation issues at stake today. The program is designed to place students at the center of innovation field whose challenging topics are directed toward the stimulus of original thinking and creativity, together with building rigorous and solid capabilities for developing ideas and bringing them to the propose a proactive approach. In this course, the management of innovation is treated as a strategic process to be developed in three steps: 1) analysis of the competitive dynamics of the market, 2) formulation of a strategy, 3) implementation of the selected strategy. The first part of the course is dedicated to explain the dynamics of innovation. The second part of the course does analyze the process for defining a strategy and for developing a strategy of innovation; also, collaborative strategies of innovation and mechanisms for the protection of property rights are examined. The third part of the course deals with the implementation process of the innovation strategy and its implications; in particular, the attention of the students will be driven to the management of the development process of new products, to the creation and the management of development teams and to the definition of marketing strategies of innovation.

Video Professor:

Prof. Federico Carli - *Libera Università Internazionale degli Studi Sociali
LUISS "Guido Carli"*

Videoleasons:

- Lesson n. 1: Economics of Innovation. Introduction

- Lesson n. 2: Sources of innovation
- Lesson n. 3: Types and patterns of innovation
- Lesson n. 4: Standards battles and design dominance
- Lesson n. 5: Timing of entry
- Lesson n. 6: Defining the organization's strategic direction
- Lesson n. 7: Choosing innovation projects
- Lesson n. 8: Collaboration strategies
- Lesson n. 9: Protecting innovation
- Lesson n. 10: Organizing for innovation
- Lesson n. 11: Managing the new product development process
- Lesson n. 12: Managing new product development teams
- Lesson n. 13: Crafting a development marketing strategy: timing and pricing
- Lesson n. 14: Crafting a development marketing strategy: distribution and marketing
- Lesson n. 15: The innovation, a strategy

Bibliography:

Textbook: Melissa A. Schilling, Strategic Management of Technological Innovation, McGraw-Hill, 2013

First year

DIGITAL TECHNOLOGIES FOR BUSINESS

Scientific Coordinator:

Prof. Luigi Laura

Description:

This course provides a comprehensive insight of essential new technologies and information systems. Information Systems are one of the major tools business managers can use to achieve their business goals. Students will understand the impact of new technologies on business models and managerial decision-making. The course addresses many aspects, which need to be considered in order to gain a broad understanding about digital technologies for businesses. Students should have a basic understanding in the field of Information Technology. Prior knowledge in business topics is recommended in order to understand the big picture.

Video Professor:

Prof. Bernd Schenk - *Institute of Information Systems, University of Liechtenstein (Vaduz - Liechtenstein)*

Videoleasons:

- Lesson n. 1: Information Systems in Business Today
- Lesson n. 2: Global E-Business and collaboration
- Lesson n. 3: Information Systems, organizations, and strategy - Part one
- Lesson n. 4: Information Systems, organizations, and strategy - Part two
- Lesson n. 5: IT infrastructure and emerging technologies - Part one
- Lesson n. 6: IT infrastructure and emerging technologies - Part two
- Lesson n. 7: Foundations of Business Intelligence
- Lesson n. 8: Securing Information Systems
- Lesson n. 9: Operational excellence and customer intimacy
- Lesson n. 10: E-Business – Part one

- Lesson n. 11: E-Business – Part two
- Lesson n. 12: Managing knowledge
- Lesson n. 13: Enhancing decision making
- Lesson n. 14: Building Information Systems
- Lesson n. 15: Managing global systems

Bibliography:

Laudon, K. C., & Laudon, J. P. (2016). Management Information System: Managing the Digital Firm, 14th Edition. Pearson Publishing.



First year

BIG DATA AND DATABASE MANAGEMENT

Scientific Coordinator:

Prof.ssa Valentina Mini

Description:

Big Data and Database Management, Descriptive statistics and probability, foundations of computer science. The objectives of the course are: to explain Big Data and the various phases of Data Processing; to identify and use the main models of Data Management; and to analyze and derive decisions based on the data obtained from Big Data Analytics. The main topics of the course are: Database management systems, Data models, Business intelligence, Data warehousing, Data mining, Data quality management, Text mining, Big data management and innovation, Big Data analytics and visualization

Video Professor:

Prof. Barbara Dinter - *Chemnitz University of Technology (Chemnitz - Germania)*

Videoleasons:

- Lesson n. 1: Introduction
- Lesson n. 2: Database management systems and entity relationship modeling
- Lesson n. 3: The relational data model and SQL
- Lesson n. 4: Data warehousing
- Lesson n. 5: Business intelligence
- Lesson n. 6: Multidimensional data model and OLAP
- Lesson n. 7: Implementation of the multidimensional data model
- Lesson n. 8: Data mining
- Lesson n. 9: Corporate performance management
- Lesson n. 10: Balanced scorecard & customer relationship management
- Lesson n. 11: BI management & BI trends

- Lesson n. 12: Data quality management
- Lesson n. 13: Introduction to Big Data
- Lesson n. 14: Hadoop
- Lesson n. 15: NoSQL databases
- Lesson n. 16: Text mining
- Lesson n. 17: Web analytics & network analytics
- Lesson n. 18: Streaming analytics & visualisation
- Lesson n. 19: Big data driven innovation
- Lesson n. 20: Big data management & conclusions

Bibliography:

R. Sharda, D. Delen, E. Turban (2014), Business Intelligence and Analytics. Systems for Decision Support, Pearson, 10th edition.



First year

INTERNATIONAL FINANCIAL ACCOUNTING

Scientific Coordinator:

Prof. Alberto Romolini

Description:

The path of accounting harmonisation at the international level has interested in the last years the European and international institutions, as well as the main standard setters (IASB and FSAB). This path is reflected on the accounting system of the companies which is undergoing deep and radical changes.

The first companies affected by this transformation were those listed on the stock exchange but more and more this wave of change is extending to Small and Medium Enterprises (SMEs) due to regulatory interventions in accordance with the international accounting principles, and with a gradual conversion of the national ones towards the rules issued by the IASB. In this context, the course aims at analyzing the principles and rules of international accounting, schemes of the financial statements, and criteria of the financial statements' evaluation.

At the same time, the course will focus on the latest developments in international and national law in terms of the financial statements' evaluation in order to understand the processes of harmonisation taking place at the European and International level.

The following issues are analyzed in the field of Financial Accounting: international accounting standards; preparation and presentation of financial statements; tangible and intangible assets; financial instruments and tools; revenue, equity investments, foreign currency transactions, net equity etc. In the field of non-financial reporting the topics such as the context for sustainability accounting; Corporate Social Reporting; the extra financial disclosure, and the Integrated Reporting are discussed.

Video Professor:

Prof. Elisabetta Magnaghi - *Lille Catholic University (Lille, Francia)*

Prof. Sonia Chikh M'Hamed - *Renmin University of China (Beijing, China)*

Videoleasons:

- Lezione n. 1: The financial accounting information
- Lezione n. 2: Financial statements
- Lezione n. 3: The fundamental principles
- Lezione n. 4: Non current asset
- Lezione n. 5: Depreciation of tangible assets
- Lezione n. 6: Intangible assets
- Lezione n. 7: Current assets
- Lezione n. 8: Liabilities
- Lezione n. 9: Revenue
- Lezione n. 10: Interpretation of financial statements
- Lezione n. 11: Sustainability and corporate social responsibility
- Lezione n. 12: The evolution of the concept of corporate social responsibility
- Lezione n. 13: Triple bottom line
- Lezione n. 14: Extra-financial reporting
- Lezione n. 15: From the social report to the sustainability report
- Lezione n. 16: Content models of the social report
- Lezione n. 17: GRI Framework
- Lezione n. 18: Integrated Management Frameworks
- Lezione n. 19: European Directive 2013/95/EU
- Lezione n. 20: Integrated Reporting

Bibliography:

C. Connolly, *International Financial Accounting and Reporting*, 5th Edition, 2015.

First year

ICT FOR THE NETWORK ORGANIZATION

CFU: 9 - SECS-P/10

Scientific Coordinator:

Prof. Marco De Marco

Description:

The course explores in a managerial perspective research and practical applications on the relationship between ICT and network organizations. The focus is represented by the main organizational features, management systems and activities of a network organization: a theoretical perspective for both the analysis and the organizational design allows to consider the main structural and contextual dimensions of an organization, with specific reference to the support provided by information and communication technology (ICT). In particular, the study route is divided into 4 different sections: Section I: Structure, types and main features of network organizations Section II: Activities, business model and management systems in network organizations Section III: Understanding Social Dimension in network organizations Section IV: Marketing, branding and native advertising At the end of the module students: will have understood how models and concepts about organisational theory can be used to promote the effectiveness of network organizations; will have developed skills for the analysis of individual, processual and organisational functioning that enhances the effectiveness of a network organization; will have developed a richer and more complex representation of network organizations, enabling them to contribute more effectively in the workplace.

Video Professor:

Prof. Antoine Harfouche - *Paris West University Nanterre La Défense (Parigi, Francia)*

Prof. Cinzia Dal Zotto - *University of Neuchâtel (Neuchâtel, Svizzera)*

Videoleasons:

- Lesson n. 1: The network organization: a contemporary organization design

- Lesson n. 2: Strategic alignment in Network organizations
- Lesson n. 3: Leading network organizations: strategic mission and vision
- Lesson n. 4: Collaboration in the Supply Chain. EDI based collaboration
- Lesson n. 5: New business models in network organizations
- Lesson n. 6: Business model architecture for network organizations
- Lesson n. 7: Virtual Firms and e-servuction/E-servitization process
- Lesson n. 8: Knowledge Management and network organizations
- Lesson n. 9: Co-opetition and co-production
- Lesson n. 10: Collaboration in the Supply Chain Internet based collaboration
- Lesson n. 11: Network organizations to create shared value
- Lesson n. 12: Customer value o-creation and Customization
- Lesson n. 13: Customer Relationship Management Systems (CRMS) in network organization
- Lesson n. 14: Optimizing internal collaborations in Network organizations
- Lesson n. 15: Motivation and incentive systems for network organizations
- Lesson n. 16: Leadership approaches for network organization
- Lesson n. 17: Network organizations and intercultural competence
- Lesson n. 18: Network organization and inclusive HRM
- Lesson n. 19: Communication and employee engagement in the network organizations
- Lesson n. 20: Network organizations and integrated strategic marketing approach
- Lesson n. 21: Coperate branding in network organizations
- Lesson n. 22: Native advertising and network organizations

Bibliography:

L. M. Camarinha-Matos, H. Afsarmanesh, N. Galeano and A. Molina (2009), Collaborative networked organizations. Concepts and practice in manufacturing enterprises, *Computers & Industrial Engineering*, Vol. 57, pp. 46–60. D. Romero, N. Galeano and A. Molina (2009), Mechanisms for assessing and enhancing organisations readiness for collaboration in collaborative networks. *International Journal of Production Research*, Vol. 47 (17), pp. 4691-4710. G. Satell (2015), What makes an organization “networked”? *Harvard Business Review*, June 8.

First year

MARKETING, E-BUSINESS, E-COMMERCE

Scientific Coordinator:

Prof. Fabrizio Barbarossa

Description:

The course provides students with an in-depth introduction to the field of e-commerce. It focuses on concepts that will help you understand and take advantage of the evolving world of opportunity offered by e-commerce, which is dramatically altering the way business is conducted and driving major shifts in the global economy. The course emphasizes the three major driving forces behind e-commerce: business development and strategy, technological innovations, and social controversies and impacts. Each of these driving forces is represented in every chapter, and together they provide a strong and coherent conceptual framework for understanding e-commerce.

Video Professor:

Prof. Eusebio Scornavacca - University of Baltimore, (Maryland, USA)

Videoleasons:

- Lesson n. 1: The digital Revolution
- Lesson n. 2: E-commerce business models and concepts (part one)
- Lesson n. 3: E-commerce business models and concepts (part two)
- Lesson n. 4: E-commerce infrastructure (part one)
- Lesson n. 5: E-commerce infrastructure (part two)
- Lesson n. 6: Building an e-commerce presence (part one)
- Lesson n. 7: Building an e-commerce presence (part two)
- Lesson n. 8: E-commerce security and payment systems
- Lesson n. 9: Marketing and advertising concepts (part one)
- Lesson n. 10: Marketing and advertising concepts (part two)

- Lesson n. 11: Social, mobile, and local marketing (part one)
- Lesson n. 12: Social, mobile, and local marketing (part two)
- Lesson n. 13: Ethical, social, and political issues in e-commerce
- Lesson n. 14: Online retail and services (part one)
- Lesson n. 15: Online retail and services (part two)
- Lesson n. 16: Online content and media (part one)
- Lesson n. 17: Online content and media (part two)
- Lesson n. 18: Social networks, auctions, and portals
- Lesson n. 19: B2B e-commerce: supply chain management and collaborative commerce (part one)
- Lesson n. 20: B2B e-commerce: supply chain management and collaborative commerce (part two)

Bibliography:

Laudon & Traver. E-commerce 2017. Global Edition

First year

BANKING AND FINANCIAL LAW

Scientific Coordinator:

Prof. Illa Sabbatelli

Description:

The course objectives are the acquisition of knowledge and competences in financial law and to give a clear and complete understanding of European financial markets. The aim is to describe the institutional and regulatory framework of the European Union's capital markets and the role of the financial institutions. We will study the financial system and the goals, the strategies and the limits of financial regulation. The course will outline the micro - and macro-prudential regulation of financial institutions, particularly banks, to ensure financial stability. The course will look at international and EU bank regulation, examining the relationship between consumers and the financial system, and the aspect of investor protection. The course will study the crisis and the EU actions to resolve it. So we will examine: The Single Supervisory Mechanism, the Single Resolution Mechanism, and the Deposit Guarantee Schemes.

Video Professor:

Prof. Pierre de Gioia-Carabellese - *Edith Cowan University, Perth, Australia*

Prof. Mads Andenas - *University of Oslo (Oslo, Norway)*

Videoleasons:

- Lesson n. 1: Sources of European and Financial Law
- Lesson n. 2: Objectives and Limits of Regulation
- Lesson n. 3: Financial Markets
- Lesson n. 4: Financial Markets and Primary Market (Prospectus and Listing)
- Lesson n. 5: Market Abuse
- Lesson n. 6: Investor Protection

- Lesson n. 7: Residential Property Legislation in the EU
- Lesson n. 8: Compound Interest
- Lesson n. 9: Regulating Financial Institutions
- Lesson n. 10: Banks
- Lesson n. 11: Depositors' Protection Schemes
- Lesson n. 12: Depositors' Protection Schemes: the new 'Pan-European Scheme'
- Lesson n. 13: Investment Firms
- Lesson n. 14: Investors' Protection Scheme
- Lesson n. 15: Markets and Banks
- Lesson n. 16: The Mix of Institutions
- Lesson n. 17: Macroprudential Regulation
- Lesson n. 18: Dividing Up Regulation and Supervision
- Lesson n. 19: Custody and Transfer of Money and Securities
- Lesson n. 20: Loan Finance
- Lesson n. 21: Derivatives: a Legal Analysis
- Lesson n. 22: Collateralised Finance
- Lesson n. 23: Structured Finance

Bibliography:

M. Haentjens, P. de Gioia-Carabellese (2018), European Banking and Financial Law

Second year

GLOBALIZATION AND ECONOMIC POLICY

CFU: 9 - SECS P/06

Scientific Coordinator:

Prof. Giuseppe Ciccone

Description:

The course aims to provide students with the understanding of the main drivers that lead to globalisation. The course explores the main events of the last century, focusing on the role played by the US and later by European Union in defining the rule for the global economic, political and cultural scenarios. A specific part of the course is dedicated to the analysis of the economic and social development of some "emerging economies" or developing countries, in the South-East Asia and in South America.

Video Professor:

Prof. Patrizio Bianchi - *Università di Ferrara, (Ferrara, Italia)*

Prof. Silvia Grandi - *Ministero dello Sviluppo Economico, (Roma, Italia)*

Prof. Ernesto Cassetta - *Università di Udine, LUISS Roma (Italia)*

Prof. Giorgio Prodi - *Università di Ferrara (Ferrara, Italia)*

Videoleasons:

- Lezione n. 1: Introduction
- Lezione n. 2: The new millennium crisis
- Lezione n. 3: The effects of the globalization
- Lezione n. 4: L'atlante delle determinazioni della globalizzazione
- Lezione n. 5: The "reactions" to globalization
- Lezione n. 6: Globalization and crisis
- Lezione n. 7: Globalization between urban and rural
- Lezione n. 8: Global policies
- Lezione n. 9: Global Value Chain – I part

- Lezione n. 10: Global Value Chain – II part
- Lezione n. 11: CHINA - I Part
- Lezione n. 12: CHINA - II Part
- Lezione n. 13: CHINA - III part
- Lezione n. 14: Globalization and effects of commercial policies
- Lezione n. 15: The free trade debate
- Lezione n. 16: Global market and the role of the manufacturing sector
- Lezione n. 17: The impact of foreign direct investments
- Lezione n. 18: Globalization and environmental issues

Second year

PUBLIC MANAGEMENT AND E-GOVERNMENT

Scientific Coordinator:

Prof. Alberto Romolini

Description:

The course aims to describe the recent changes in the management of public enterprises, especially in Europe. In details, the course analyse the managerial challenges public companies are facing and the accountability systems of public administrations, focusing also on health sector, and, finally, the role of ICT and IT in promoting efficiency in public offices. The student will understand the main management problems public administrations have to cope with, and the learn how to use the public accountability system and the main transformations experienced after the digital revolution. The course can be divided into 2 parts. The first one is dedicated to the analysis of the main drivers related to the public management. The second one focus on some specific issues linked to public administrations such as public procurement, e-government and quality assurance.

Video Professor:

Prof. Emidia Vagnoni - Università di Ferrara (Ferrara - Italia)

Videoleasons:

- Lesson n. 1: Public Management: historical, scientific and institutional profile
- Lesson n. 2: The Bureaucratic Approach
- Lesson n. 3: Private and Public Sector Organizations Management: which differences?
- Lesson n. 4: Responsibility and Accountability
- Lesson n. 5: Public sector: Activities and values
- Lesson n. 6: Strategic Management in the Public Sector
- Lesson n. 7: Management Control for Public Sector Organizations
- Lesson n. 8: Managerial Reforms: Information System' s Change

- Lesson n. 9: Performance Management
- Lesson n. 10: Managerial Reforms In Central Administrations
- Lesson n. 11: Public-Private Partnership
- Lesson n. 12: Public procurement
- Lesson n. 13: Quality Management in Public Sector
- Lesson n. 14: Knowledge Management
- Lesson n. 15: Public Governance
- Lesson n. 16: E-Government
- Lesson n. 17: Models for E-Government strategies
- Lesson n. 18: The role of ICT to enhance Organizational Change
- Lesson n. 19: Leadership and Organizational Climate
- Lesson n. 20: Public utilities

Second year

MANAGEMENT PER L'INNOVAZIONE D'IMPRESA

Scientific Coordinator:

Prof. Raffaele Spallone

Description:

Il corso di Management dell'innovazione d'impresa si propone di analizzare le strategie, le politiche e gli strumenti per il cambiamento e l'innovazione della gestione dell'impresa. L'innovazione si applica in diversi modelli d'impresa, tra cui start-up in settori ad elevato impatto tecnologico, le reti e i cluster d'impresa. Il corso intende approfondire le strategie, le scelte manageriali e organizzative necessarie per la crescita, l'innovazione e la competitività delle imprese anche operanti in contesti internazionali.

Video Professor:

Prof. Andrea Filippetti - *Ricercatore CNR, (Roma, Italia)*

Prof. Daniele Archibugi - *Dirigente di Ricerca CNR (Roma, Italia)*

Prof. Francesco Rullani - *LUISS Guido Carli, (Roma, Italia)*

Videoleasons:

- Lezione n. 1: Introduction to innovation management
- Lezione n. 2: What is innovation
- Lezione n. 3: Knowledge
- Lezione n. 4: The dynamics of innovation and business strategies
- Lezione n. 5: Technological paradigms and opportunities
- Lezione n. 6: Knowledge-based business theories and learning processes
- Lezione n. 7: Heterogeneity and sectoral innovation patterns
- Lezione n. 8: The strategy of ambidextrous organizations
- Lezione n. 9: Innovation in industrial design in Italy
- Lezione n. 10: Open innovation

- Lezione n. 11: Open innovation advanced
- Lezione n. 12: The geography of innovations
- Lezione n. 13: Institutions and innovation systems
- Lezione n. 14: Measuring innovazion
- Lezione n. 15: Countries innovative performance
- Lezione n. 16: The globalizzazione of innovation
- Lezione n. 17: The italian innovative system
- Lezione n. 18: Public policies for innovation research: the Entrepreneur State

Second year

ADVANCED WE TECHNOLOGIES

Scientific Coordinator:

Prof. Luigi Laura

Description:

The course aims to allow student to collect competences in the field of advanced web technologies. In details, students will learn how to use brand new web technologies, the way to manage the internet platforms, and the use of advanced and more sophisticated web technologies. In this way, students will be independent in using and developing new web solutions and applications. The aim of this course is to create a manager of Advanced Web Technologies, to develop the understanding of the Advanced Web Technologies potentialities and their advanced applications, and the understanding of the current mainstream technologies for Web Applications.

The course can be divided in 3 sections as described below.

1. Technologies for the Advanced Web; The Web technology. Architectures, Languages, infrastructures, mobile access; XaaS (Software / Platform / Infrastructure as a Service); Semantic Web. RDF, Linked data; UML Web Engineering (UWE)
2. Tools for Web-based cooperation and content sharing; Shared Storage in the Cloud. Dropbox, iCloud, OneDrive; Collaboration platforms. Trello, Slack, Asana; Project management. Redmine
3. Advanced Web Applications; Platform Economy, Sharing economy. Uber, Airbnb, BlaBlaCar.

The course include a concrete example of web technology to realise a web-site.

Video Professor:

Prof. Michele Missikoff - Institute of Sciences and Technologies of Cogni-

tion, CNR, (Roma, Italia)

Prof. Antonio De Nicola - *Laboratory for the Analysis and Protection of Critical Infrastructures ENEA (Roma, Italia)*

Videolessons:

- Lesson n. 1: The upcoming Web Economy - Part one
- Lesson n. 2: The upcoming Web Economy - Part two
- Lesson n. 3: Towards the Web Enterprise - Part one
- Lesson n. 4: Towards the Web Enterprise - Part two
- Lesson n. 5: Web Application Development
- Lesson n. 6: Enterprise Requirement Modeling
- Lesson n. 7: UML Essentials
- Lesson n. 8: Big Data
- Lesson n. 9: Social Media for Business
- Lesson n. 10: Social Networks
- Lesson n. 11: Web Collaboration For Business
- Lesson n. 12: Gaming and Gamification
- Lesson n. 13: Web and networking infrastructure
- Lesson n. 14: Web Technology in action
- Lesson n. 15: Semantic Web





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