SYLLABUS ENGLISH VERSION

Accounting


Only the following chapters:

3: The Accounting Information System
4: Income Statement and Related Information
5: Balance Sheet and Statement of Cash Flows
11: Depreciation, Impairments, and Depletion


Only the following chapters:
Chapter 1. The accounting system
Chapter 2. Accounting for ordinary business transactions
Chapter 3. Adjusting and closing entries
Chapter 4. Preparing Financial Statements

Financial statements


Only the following chapters:

Chapter 1. The balance sheet and the fundamental principle
Chapter 2. Creating a balance sheet
Chapter 3. The profit&loss account and cash flow statement
Chapter 4. Creating the profit&loss account and cash flow statement
Chapter 7. Financial Analysis - introduction
Chapter 8. Analysis of the enterprise
Chapter 9. Analysis of the funding structure

Banking and Financial Institutions
Only the following chapters:

Chapter 2. An Overview of the Financial System
Chapter 4. The meaning of Interest Rates
Chapter 7. The Stock Market, the Theory of Rational Expectations, and the Efficient Market Hypothesis
Chapter 8. An Economic Analysis of Financial Structure
Chapter 9. Banking and the Management of Financial Institutions

**Corporate finance**


Only the following chapters:

*Chapter 1*: Introduction to Corporate Finance
*Chapter 2*: How to calculate Present Values
*Chapter 5*: Net Present Value and other investment criteria
*Chapter 7*: Introduction to Risk and Return
*Chapter 8*: Portfolio Theory and the Capital Asset Pricing Model
*Chapter 9*: Risk and the Cost of Capital
*Chapter 16*: Payout Policy
*Chapter 17*: Does debt policy matter?

**Business Strategy**
Business Management
Recommended Textbook.
Titolo: Contemporary Strategy Analysis (Text and cases Edition) Ninth Edition
Editore: Wiley
Anno: 2016
Autore: Robert M. Grant
Only the following parts/chapters/paragraphs of the Book must be studied:

PART I INTRODUCTION

1. The Concept of Strategy
   - Introduction and objectives
   - The role of Strategy in Success
   - The Basic framework for Strategy Analysis
   - How is Strategy Made? The Strategy Process
   (excluded summary, self-study questions, notes)

PART II THE TOOLS OF STRATEGY ANALYSIS

3. Industry Analysis: The Fundamentals
   - Introduction and Objectives
   - From Environmental Analysis to Industry Analysis
   - Analyzing Industry Attractiveness
   - Applying Industry Analysis to Forecasting Industry Profitability
   - Using Industry Analysis to Develop Strategy
   - Defining Industries: Where to Draw the Boundaries
   - From Industry Attractiveness to Competitive Advantage: Identifying Key Success Factors
   (excluded summary, self-study questions, notes)

4. Further Topics in Industry and Competitive Analysis
   - Introduction and Objectives
   - Extending the Five Forces Framework
   - Dynamic Competition: Hypercompetition, Game Theory and Competitor Analysis
   - Segmentation and Strategic Groups
   (excluded summary, self-study questions, notes)

PART III BUSINESS STRATEGY AND THE QUEST FOR COMPETITIVE ADVANTAGE

7. The Sources and Dimensions of Competitive Advantage
   - Introduction and Objectives
   - How Competitive Advantage is Established and Sustained
   - Types of Competitive Advantage: Cost and Differentiation
   - Cost Analysis
   - Differentiation Analysis
   - Implementing Cost and Differentiation Strategies
   (excluded summary, self-study questions, notes)
8. Industry Evolution and Strategic Change
   - Introduction and Objectives
   - The Industry Life Cycle
   (excluded summary, self-study questions, notes)

Marketing
Suggested textbook:
Title: Principles of marketing, 2017.
Authors: Philip Kotler, Gary Armstrong, Marc Oliver Opresnik.
Editor: Pearson.

Part 1: Defining Marketing and the Marketing Process
1. Marketing: Creating Customer Value and Engagement
2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships

Part 2: Understanding the Marketplace and Consumer Value
5. Consumer Markets and Buyer Behavior

Part 3: Designing a Customer Value—Driven Strategy and Mix
7. Customer Value—Driven Marketing Strategy: Creating Value for Target Customers
8. Products, Services, and Brands: Building Customer Value
10. Pricing: Understanding and Capturing Customer Value
12. Marketing Channels: Delivering Customer Value