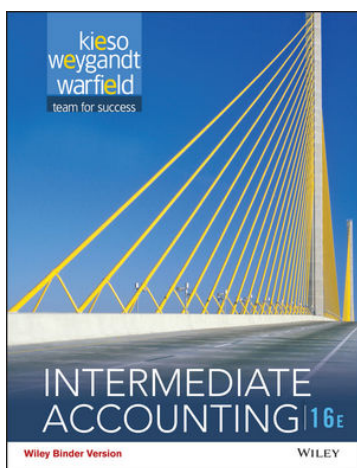


SYLLABUS ENGLISH VERSION

Accounting

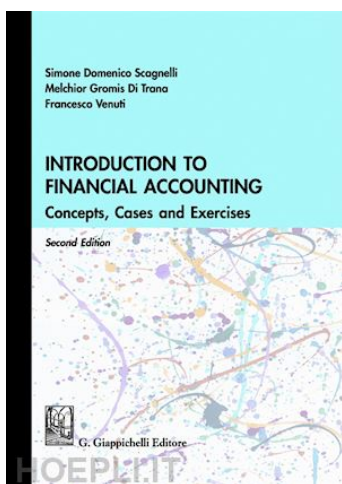
Donald E. Kieso , Jerry J. Weygandt, Terry D. Warfield. 2016. Intermediate Accounting, 16th Edition, by Wiley & Sons.



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

Alternative textbook: Scagnelli S., Gromis di Trana M., Venuti F., *Introduction to Financial Accounting - Concepts, cases and Exercises*, Giappichelli editore 2019.



Only the following chapters:
Chapter 1. The accounting system

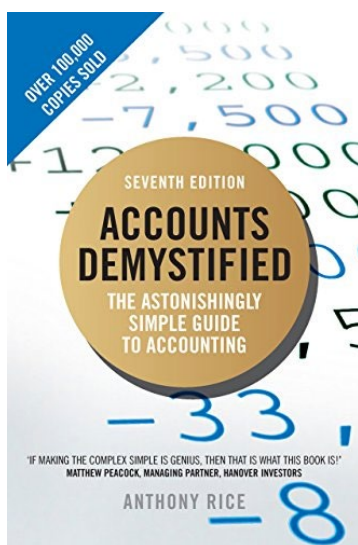
Chapter 2. Accounting for ordinary business transactions

Chapter 3. Adjusting and closing entries

Chapter 4. Preparing Financial Statements

Financial statements

Suggested textbook: *Accounts Demystified: The Astonishingly Simple Guide To Accounting*, 2015,
Anthony Rice, Prentice Hall



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

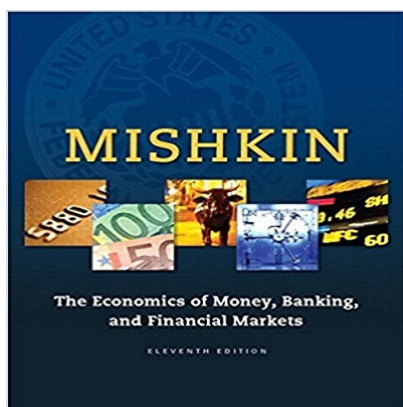
Chapter 7. Financial Analysis - introduction

Chapter 8. Analysis of the enterprise

Chapter 9. Analysis of the funding structure

Banking and Financial Institutions

Suggested textbook: Miskin F., *The economics of money, banking and financial markets*, 11th
Edition, Pearson, 2016.



Only the following chapters:

Chapter 2. An Overview of the Financial System

Chapter 4. The meaning of Interest Rates

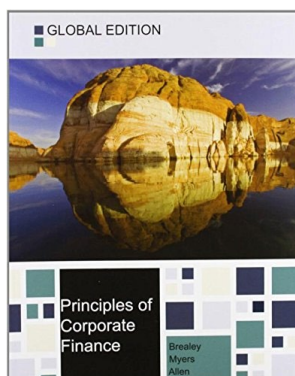
Chapter 7. The Stock Market, the Theory of Rational Expectations, and the Efficient Market Hypothesis

Chapter 8. An Economic Analysis of Financial Structure

Chapter 9. Banking and the Management of Financial Institutions

Corporate finance

Suggested textbook: R.A. Brealey, S.C. Myers, F. Allen , *Principles of corporate finance*, McGraw Hill, 2014, (11/e Global Ed.)



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

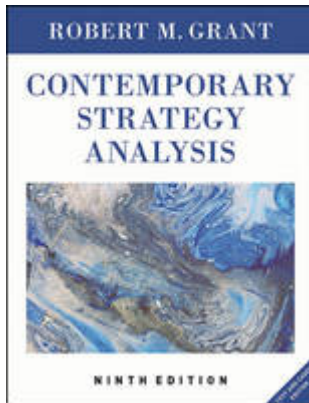
- Introduction and Objectives
- How Competitive Advantage is Established and Sustained
- Types of Competitive Advantage: Cost and Differentiation
- Cost Analysis
- Differentiation Analysis
- Implementing Cost and Differentiation Strategies

(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)



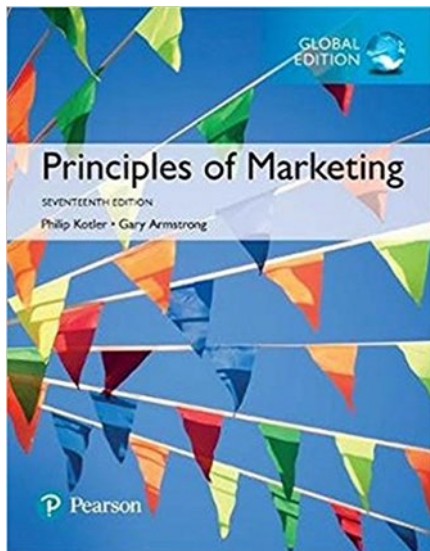
Marketing

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