

FACULTY OF **ARTS AND LETTERS**

DEGREE COURSE: **FASHION AND DESIGN BA**

SUBJECT: BUSINESS MANAGEMENT

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OBJECTIVES

1. Introduction to management processes of business companies, analysis of their relevant complexities;
2. Aspects of market competition and cooperation (i.e. actors, cultures, values, and perspectives);
3. Strategies and management of innovative processes to achieve business objectives;
4. Models and management processes for the contraction of concrete business objectives;
5. Market innovation;
6. Marketing strategies;
7. Strategic planning;
8. Environment analysis;
9. New communication strategies.

CONTENTS:

1. General business concepts;
2. Business organizational structures;
3. Analysis economic performance;
4. Business size;
5. Market and competitive systems;
6. Production and scale economies, management of production systems;
7. Competitive strategies;
8. Marketing overview;
9. Different market orientations;
10. The Italian system;
11. Strategic innovation and participation to competitiveness;
12. The marketing process;
13. Tools to support strategic decisions;
14. Environmental analysis;
15. New communication tools and promotion.

ASSESSMENT

Written exam: Multiple choice and open questions:

RECOMMENDED TEXTBOOKS

James Burrow, Brad Kleindl, Kenneth E. Everard, *Business Principles and Management*, Cengage Learning, 2007.
