

# 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.
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### 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.
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### ASSESSMENT

Written exam: Multiple choice and open questions:

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### RECOMMENDED TEXTBOOKS

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

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