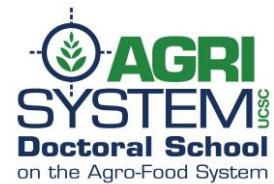




UNIVERSITÀ
CATTOLICA
del Sacro Cuore



ACCOUNTING TOOLS FOR MANAGEMENT

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Course Content

This course is designed to provide an introduction to the main aspects related to business administration and, specifically, it covers the following main contents:

- The nature and goals of the firm
- Foundations of business strategy and competitiveness: key success factors, distinctive competences, and competitive advantage;
- Measuring firm performance: basics of financial statements;
- Tools for operating decision making: basics of management accounting.

Course Schedule

The course is structured into three lectures:

Lesson 1	Course presentation: learning objectives, structure and contents The nature and goals of the firm <ul style="list-style-type: none">• Needs, goods and economic activity• The economic processes of firms• Firms' profitability
Lesson 2	Foundations of business strategy and competitiveness <ul style="list-style-type: none">• The business formula and its constituent elements• Competitive strategies
Lesson 3	Measuring firm performance and tools for operating decision-making <ul style="list-style-type: none">• Financial reporting: the balance sheet and the income statement• Basics of management accounting
Final exam	Individual assignment with a final presentation