

Business administration – Fondamenti di impresa

Prof. Luigi Enrico Golzio

Educational objectives:

- to introduce students to notions of the business company, its typologies and the way of functioning;
- to analyze the business management in strategic, marketing organizational and accounting perspectives

Contents covered:

the enterprise and its governance. Manufacturing and services companies; the business strategy, the marketing, the organizational form; agreements and business networks; costs, revenues and the profit; the budgeting, financial statements and the balance

Teaching methods used in each session

- inductive and active methods classroom and companies cases discussions, exercises
- traditional methods to transmit theoretical concepts lesson, examples and discussion

Exam

Legenda; Chapter, Cap.; paragraph, p.

- the oral exam on the topics covered during the course and on: the teaching material (slides) distributed during each sessions and chapters of the book;
- the oral exam consists in three questions, each of them values 10 points max. The final score is the addition of scores of each of the three answers

Bibliography

Luigi Golzio, L'organizzazione dell'impresa di servizi, Giappichelli Editore, Torino, seconda edizione, 2021

Lamet, Lalit Mantova 27/10/2025

UNIVERMANTOVA
THE THREE-YEAR DEGREE IN
“SCIENZE DELLA MEDIAZIONE LINGUISTICA”
SPECIALIZED COURSES OF STUDY:
LANGUAGES FOR TRANSLATION AND INTERPRETING
(LAMET, L-12)
LANGUAGES FOR TOURISM MANAGEMENT (LALIT, L-12)

COURSES
BUSINESS ADMINISTRATION (LAMET, I ANNO, 6CFU, 36H)
FONDAMENTI DI IMPRESA (LALIT, I ANNO, 6CFU, 36H)
SECS/P07

EDUCATIONAL OBJECTIVES, TEACHING METHODS,
PROGRAM OF COVERED CONTENTS
A.A. 2025-2026

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Teaching methods used in each session:

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Sess. & slides	Scientific topics covered	Teaching material
Sess.1 Slides per 1 -2-3 h	The introduction of : the business company and its typologies; the entrepreneur; the manager. The agency relationship. The business management. The business company as a socio-technical system. Benefit & B-Corp enterprises. Discussion of the <i>La cooperativa mezzo litro c.</i>	The professor's slides. Text, cap.3,p11. <i>The La cooperativa mezzo litro case</i>
Sess.2 Slides per 4-5-6 h.	The <i>Governance</i> . The labor contract. The hierarchy. The company culture & values. Discussion of <i>Lucetta Confezioni case</i>	The professor's slides. Text, cap.3,p.11,12. <i>Lucetta Confezioni case</i>
Sess.3 Slides per 7-8-9 h.	The business strategy: Ansoff & BCG models. Discussion of <i>Colussi 1791 S.p.A, case.</i>	The professor's slides. <i>The Colussi 1791 case</i>
Sess.4 Slides per 10-11-12 h.	The transactional and the relational Marketing in services companies. Discussion of the <i>Pandoro Pink Christmas case</i>	The professor's slides. <i>The Pandoro Pink Christmas case</i>
Sess.5 Slides per 13-14-15 h.	The innovation and the invention. The process & product and services innovation. Closed & open innovation; incremental & radical innovation. The Abernathy-Clark model. Discussion of the <i>UNOX SpA case</i>	<i>Slides. Testo, II edizione cap 1, p5.</i> <i>The UNOX SpA case</i>
Sess.6 Slide per 16-17-18 h.	The organization. The working relationship. The individual motivation and its competences. The <i>goal setting</i> & the equity theories. Discussion of the <i>Remy Vernet case</i>	The professor's slides. Text, cap. 5 p. 18,19. <i>The Remy Vernet case</i>

CORSO BUSINESS ADMINISTRATION – FONDAMENTI DI



Sess. & Slides	Scientific topics covered	Teaching material
Sess.7 Slides per 19 -20-21 h.	The organizational form (I): design criteria. The simple form and its typologies: the elementary, the artisan & the peer-group ones. Discussion of the <i>Accessori moda case</i>	The professor's slides. Text, cap 6, p.22,23, 24,. The <i>Accessori moda case</i>
Sess.8 Slides per 22-23-24 h.	The group as the method of work coordination. Discussion of the <i>La pipa Castello case</i>	The professor's slides. Text, cap.4,p.17, pp201-213. The <i>La pipa Castello case</i> .
Sess.9 Slides per 25-26-27 h.	The unitary or functional, or input form (II). Organizational design criteria Discussion of the <i>Elettrodomestici modenese case</i>	The professor's slides. Text, cap.4, p.17, pp213-222. cap.5, p.23,pp304-323. the case of <i>Elettrodomestici modenese</i>
Session.10 Slides per 28-29-30 h.	The cooperation among companies & the network form (I): <i>Partnership agreements</i> . Social, bureaucratic and proprietary network forms. Discussion of the <i>McKesson case</i>	Testo, cap.7. The <i>McKesson case</i>
Session. 11 Slides per 31-32-33 h.	The cooperation among companies & the network form (II): «to make or to buy»; differential and transaction costs. The infomediary company. Discussion of the <i>BASICNET case</i>	The professor's slides. Text, cap.7. <i>The BASICNET case</i>
Session. 12 Slides per 34-35-36 h:	The cooperation among companies & tthe network form (III): the bureaucratic network form. The <i>franchising</i> . Discussion of the <i>100 Montaditos case</i>	The professor's slides. Text, cap.7. <i>The 100 Montaditos case</i>

Learning assesment	Teachng material to be studied
<p>Legenda: Chapter, Cap.; paragraph, p.</p> <p>The learning assessment:</p> <ul style="list-style-type: none">▪ the oral exam on the topics covered during the course and on: the teaching material (slides) distributed during each sessions and chapters of the book;▪ the oral exam consists in three questions, each of them values 10 points max. The final score is the addition of scores of each of the three answers	<p>Text adopted during the course : Luigi Golzio, L'organizzazione dell'impresa di servizi, Giappichelli Editore, Torino, seconda edizione, 2021.</p>