

INTENDED LEARNING OUTCOMES OF THE BACHELOR IN ECONOMICS AND MANAGEMENT FOR ARTS, CULTURE AND COMMUNICATION

BASIC AREA

Knowledge and Understanding

Upon completing the study program, students will acquire knowledge related to:	Knowledge and Understanding will be achieved through the following courses:
<ul style="list-style-type: none"> – the principles of business management, as well as the principles and methods for preparing and reading financial statements; – the economic behavior of firms and individuals at micro and macro level, the history of economic development, the methods of public intervention in the economy; – the functioning of financial markets and the role of financial institutions within the economic system; – the fundamental principles of the legal system focusing both on the regulation of relations between individuals and on the Italian constitutional structure, the regulations of companies and firms; – the methods for the quantitative analysis of business and economic phenomena, the tools for financial calculus and their practical applications as well as the fundamentals of statistical thinking, both descriptive and inferential; – the main application software and the basics of computer programming as well as the use of two European Union languages (Italian is mandatory for non-native speakers). 	<ul style="list-style-type: none"> – Management of cultural companies and institutions – Accounting and financial statement analysis – Microeconomics and Macroeconomics – Economic History – Public finance – Financial Markets and Institutions – Introduction to the Legal System, Comparative Business and European Law – General and Applied Mathematics, Statistics – Computer Science, two EU languages

Applying Knowledge and Understanding	
<p>Upon completing the study program, students will be able to:</p>	<p>Ability to Apply Knowledge and Understanding will be achieved through the following courses:</p>
<ul style="list-style-type: none"> – use the fundamental concepts and the language of management as well as evaluate the economic environment and the overall sustainability of firms as well as apply basic accounting methods, read and interpret financial statements; – interpret and assess phenomena and dynamics of the economic system; – interpret and assess the role of financial institutions and their behavior within the economic system; – estimate the impacts of the current legislative provisions on the functioning of individuals, firms and the economic system; – make use of basic mathematical-statistical methods and tools applying them to economic and financial problems and to the assessment and management of business activities; – use application software and apply the basics of computer programming to effectively work in various settings, effectively interact in two European Union languages, both in study abroad contexts and professional contexts, through the use of “general” language. 	<ul style="list-style-type: none"> – Management of cultural companies and institutions – Accounting and financial statement analysis – Microeconomics and Macroeconomics, – Economic History – Public finance – Financial Markets and Institutions – Introduction to the Legal System, Comparative Business and European Law – General and Applied Mathematics, Statistics – Computer Science, two EU languages

DISTINCTIVE AREA	
Knowledge and Understanding	
<p>Upon completing the study program, students will have acquired:</p> <ul style="list-style-type: none"> – the fundamental frameworks for the study of the main contemporary cultural phenomena through the analysis of the underlying social dynamics; the understanding of artistic phenomena and their premises; – knowledge of different artistic languages, with the opportunity, based on the student's interests, to delve into the study of visual or performance arts, or the use of the arts and media for propaganda or communication purposes; – knowledge related to the development and analysis of corporate strategies as well as the principles and instruments for managing the main business functions (e.g. finance, marketing and sales, planning and control, organization, logistics) in firms, non-profit organizations and artistic, cultural and communication institutions. 	<p>Knowledge and Understanding will be achieved through the following courses:</p> <ul style="list-style-type: none"> – Cultural anthropology – Philosophy of art – Method and research in arts – Competitive strategies in creative industries – Managerial accounting – Fundamentals of organization – Marketing in creative industries – Finance - Module 1 (Corporate finance) – Finance - Module 2 (Financial markets and institutions) – Management of public and not for profit organizations
Applying Knowledge and Understanding	
<p>Upon completing the study program, students will be able to:</p> <ul style="list-style-type: none"> – understand the basic languages and concepts that allow arts, culture and communication to be contextualized in the social sphere; – effectively communicate and work, as an expert in management issues, with "creative" people in companies, non-profit organizations and artistic, cultural and communication institutions; – apply operative reasoning in the main business functions, thanks to the knowledge of the functioning of firms, non-profit organizations and artistic, cultural and communication institutions in contexts of major technological, social and market transformation. 	<p>Ability to Apply Knowledge and Understanding will be achieved through the following courses:</p> <ul style="list-style-type: none"> – Cultural anthropology – Philosophy of art – Method and research in arts – Competitive strategies in creative industries – Managerial accounting – Fundamentals of organization – Marketing in creative industries – Finance - Module 1 (Corporate finance) – Finance - Module 2 (Financial markets and institutions) – Management of public and not for profit organizations

<p>Making judgements</p>	<p>Graduates will have the ability to gather and interpret information and data from various and often contrasting sources, in order to make judgements autonomously, to meet objectives that often respond to different requests. Courses in humanities subjects are intentionally presented in discontinuity compared to the block of courses in economics subjects, to encourage students to responsibly take on another point of view and use this approach in their professional activities. Courses in the third year, and in particular the workshops, place students in problematic situations or with alternative decisions that require assessments in more than one aspect (e.g. economic, financial, markets, organizational, social, cultural, etc.).</p>
<p>Communication</p>	<p>Graduates will develop the ability to communicate in written form (summary and detailed analysis) and oral form (face-to-face and in public). Such abilities will be developed through attending teaching activities related to courses, completing assignments given by faculty members and taking exams.</p> <p>Developing communication skills, written and oral, is further stimulated through compulsory student participation in seminars on organizational development.</p> <p>For student groups attending the program in the version held entirely in English, class composition, with students from a variety of different countries, fosters the development of communication and relational skills in international and multicultural settings.</p> <p>For all students, the ability to communicate in written and oral form in a foreign language may be reinforced through a study abroad period, while the ability to communicate in a work environment can be practiced on the field through a possible internship experience.</p> <p>Lastly, graduates will perfect their written communication skills through the writing of the final work.</p>
<p>Lifelong learning skills</p>	<p>Graduates will have the analytical and cognitive tools that allow them to autonomously face highly dynamic professional settings that require listening skills, critical skills and the ability to integrate. They will also be able to understand and manage the evolution of problems in managing the artistic and cultural system in a setting characterized by decreasing public resources, progressive internationalization/globalization and large incentives for product and process innovation. They will be able to autonomously develop models for managing knowledge, useful for professional development (lifelong learning) and to undertake education at a higher level. This ability will be acquired through: participation in teaching activities, both in traditional and/or interactive ways, individual study and, in particular, research carried out for the drafting of final work.</p>