

**INTENDED LEARNING OUTCOMES OF THE BACHELOR IN BUSINESS (WORLD BACHELOR IN BUSINESS)**

**BASIC AREA**

<b>Knowledge and Understanding</b>	
<p>Graduates will have acquired a business education with an international approach, in particular:</p> <ul style="list-style-type: none"> <li>– the principles behind company performance, multinationals in particular, as well as the ways of measuring and representing business events; understanding the reasons and main tools for defining and analyzing business strategies and corporate finance management in companies, particularly multinationals or in any case with a significant international scope and operating in integrated and multicultural economic settings; understanding the reasons and main tools for managing main company functions (e.g. marketing, planning and control, organization, logistics);</li> <li>– understanding how corporate and individual actions influence the global market in micro and macroeconomic areas; understanding financial markets;</li> <li>– understanding how corporate and individual behaviors connect to the market structure of various countries, including with a historical and legal outlook, with the aim of understanding the rationale of relationships between legislation and economic action at an individual and collective level; the main concepts of comparative commercial law in view of international legislation;</li> <li>– mathematical and statistical tools used for solving and understanding corporate problems; in particular fluency in the main quantitative methods applied to business data for empirical descriptive analyses (e.g. regression, cluster analysis);</li> <li>– IT and language skills (two EU languages) useful for working in economic and business professions in a global setting.</li> </ul>	<p>Knowledge and Understanding will be achieved through the following courses:</p> <ul style="list-style-type: none"> <li>– Financial Accounting, Corporate Finance, Business Strategy, Marketing, Marketing Communication, Managerial Accounting, Operations Management</li> <li>– Micro and Macroeconomics, Financial Markets and Institutions</li> <li>– Global History, Private and Public Law, Comparative Business Law</li> <li>– General and Applied Mathematics, Business Statistics</li> <li>– Computer Science, two EU languages</li> </ul>

<b>Applying Knowledge and Understanding</b>	
<p>Graduates will understand how to use the concepts and language behind corporate processes, they will be able to apply the methods of measuring historical outcomes (e.g. writing, reading and analysis of financial statements) and organize company prospectus data in various historical, legal and regulatory contexts; they will be able to assess the appropriateness of corporate decisions based on the economic environment and its micro and macroeconomic aspects.</p> <p>They will also be able to assess the effects of various regulatory orders in force on the functioning of individual companies including when operating in various countries (e.g. implications originating from contractual obligations, regulating companies in various aspects and forms: partnerships, joint stock companies, etc.).</p> <p>They will be able to use basic mathematical statistical tools to apply for assessing and managing corporate activities (e.g. capitalization, discounting).</p> <p>They will be able to appropriately use main IT tools and find online information useful for their activities; they will have acquired an “independent use – general” or higher of two European Union languages.</p>	<p>Ability to Apply Knowledge and Understanding will be achieved through the following courses:</p> <ul style="list-style-type: none"> <li>– Financial Accounting, Corporate Finance, Business Strategy, Marketing, Marketing Communication, Managerial Accounting, Operations Management</li> <li>– Micro and Macroeconomics, Financial Markets and Institutions</li> <li>– Global History, Private and Public Law, Comparative Business Law</li> <li>– General and Applied Mathematics, Business Statistics</li> <li>– Computer Science, two EU languages</li> </ul>

**DISTINCTIVE AREA**

<b>Knowledge and Understanding</b>	
<p>Graduates will have acquired an education with an attention to multicultural aspects and characterized by:</p> <ul style="list-style-type: none"> <li>– the ability to critically understand theories on economic integration in markets of goods and capital at a European and global level and for the coordination of economic policies as well as assess public-private relations;</li> <li>– understanding topics pertinent to corporate social responsibility and respecting diversity and multiculturalism;</li> <li>– basic management concepts and theories and principle upon which a start-up is conceived, as well as knowledge needed to understand the basics of the European, American and Asian markets and their interrelations;</li> <li>– basic knowledge of the Chinese language.</li> <li>– additional topics for broadening/deepening knowledge, chosen by students according to their interests, as long as they are consistent with the curriculum.</li> </ul>	<p>Knowledge and Understanding will be achieved through the following courses:</p> <ul style="list-style-type: none"> <li>– European Economic Policy, Business Government Relations</li> <li>– Global Sustainability Strategy, Global Culture and Traditions</li> <li>– Entrepreneurship and Start-up in Europe, Understanding Business in Asia</li> <li>– Chinese</li> <li>– Elective courses</li> </ul>
<b>Applying Knowledge and Understanding</b>	
<p>Graduates will be able to analyze the structure and dynamics governing a company, in particular multinationals or in any case with a significant international scope, and its interactions with various markets in order to make coherent and appropriate management decisions. They will be able to make sustainability-oriented decisions both within a firm and in the development of an entrepreneurial activity.</p>	<p>Ability to Apply Knowledge and Understanding will be achieved through the following courses:</p> <ul style="list-style-type: none"> <li>– European Economic Policy, Business Government Relations</li> <li>– Global Sustainability Strategy, Global Culture and Traditions</li> <li>– Entrepreneurship and Start-up in Europe, Understanding Business in Asia</li> <li>– Chinese</li> <li>– Elective courses</li> </ul>

<p><b>Making judgements</b></p>	<p>Through continuous critical debate in various situations during the study program, graduates will develop the ability to gather and interpret information and data in order to make judgements autonomously and analytically.</p> <p>In particular, the “characterizing” courses of the program – which focus on the issues of corporate strategy and policy, such as organization and operations, finance and economic policy, comparative law, social responsibility and ethics, marketing and communication (to name a few) – call for the ability to manage real firms’ problems that do not have a predefined solution and in multicultural settings. Students will therefore not only be asked to single out feasible alternative solutions to the problems – using their assessment and decision-making skills – but also have to adjust them to their socio-cultural context (differing on a case-by-case basis).</p>
<p><b>Communication</b></p>	<p>Graduates will develop the ability to communicate effectively with their audience both one-on-one and in public, to work in groups and develop leadership. Communication skills will be particularly orientated towards management of relations within and outside the company and targeted at specialized and non-specialized audiences in various business and economic settings, as well as the development of cooperative debate with people of different cultures. For this reason, exposure to the teaching methods of USC and HKUST will be very important, as they are very oriented towards analysis of business cases and group work.</p> <p>Developing communication skills, written and oral, is further stimulated through student participation in seminars on personal development, organization and ethics.</p>
<p><b>Lifelong learning skills</b></p>	<p>In part through prolonged exposure to international cultural and economic settings, graduates will have analytical and cognitive tools that allow them to autonomously approach changes in problems attributable to global companies in continuous evolution. They will be able to autonomously develop methods 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, in traditional and/or interactive ways, with faculty members and classmates of different nationalities, individual study and in particular research carried out for the drafting of the final work.</p>