# ABILITA' INFORMATICHE

*Prof. Luca Romeo*

**e-mail:** l.romeo@univpm.it

**degree course:** L22-0/20      **degree class:** L-33
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** INF/01
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) Cay S. Horstmann, Rance D. Necaise, M. Dalpasso, *Concetti di Informatica e fondamenti di Python,* Maggioli Editore, \cf0, 2019,
2. (C) A. Agresti, C. Franklin, *Statistica - l'arte e la scienza d'imparare dai dati,* Pearson Italia, Milano, 2016,

**aims:**
To provide students the skills to apply statistical approaches to explain and solve real-world problems, through the use of the Python programming language.

**prerequisites:**
None

**content:**
Introduction and basic concepts of statistics, use of Python for statistical data analysis.

# DIRITTO COMMERCIALE E PROPRIETA' INTELLETTUALE MOD. A DIRITTO COMMERCIALE

*Prof. Maurizio Sciuto*

**e-mail:** _

**degree course:** L22-0/20          **degree class:** L-33          **logistic sharing:** classe L-18
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** IUS/04
**module type:** -
**semester:** n/i
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Aa. Vv. (a cura di M.   Cian), *Diritto commerciale   I e III,* Giappichelli, Torino, 2017, Pagine/Capitoli: Vol. I: tutto, tranne i §§ 17 (compreso nel Mod. B) 18 e 19 (mercato e contratti di impresa); Vol. III: §§   9 - 23

**aims:**
Training the student in legal argumentation, applying principles and rules of commercial law to concrete problems, analyzed also through the answer to questions formulated in case-based terms.

**prerequisites:**
Knowledge of the basics of Private Law is recommended

**content:**
Commercial Law: an introduction.
Definition of enterprise.
Classes of entrepreneurs.
Trademark.
The firm.
Competition Law. Joint ventures.
Companies: an introduction
Joint-stock company

# DIRITTO COMMERCIALE E PROPRIETA' INTELLETTUALE MOD. B DIRITTO DELLA PROPRIETA INTELLETTUALE

*Prof.ssa Miria Ricci*

**e-mail:** miria.ricci@unimc.it

**degree course:** L22-0/20          **degree class:** L-33          **logistic sharing:** classe L-18
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** IUS/04
**module type:** -
**semester:** n/i
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Ghidini, Cavani (a cura di), *Proprietà intellettuale e concorrenza.,* Zanichelli, Bologna, 2022, Capitolo primo. Capitolo quarto. Capitolo sesto.
2. (C) Aa.Vv. (a cura di M. Cian), *Diritto commerciale. I. Diritto dell'impresa,* Giappichelli, Torino, 2020, §17. Tecnologia e design (pag. 282-304)
3. (C) Auteri, Floridia, Mangini, Olivieri, Ricolfi, Romano, Spada, *Diritto industriale. Proprietà intellettuale e concorrenza.,* Giappichelli, Torino, 2020, Parte VII - Diritto di autore (pag. 623-777).

**aims:**
The course is intended to provide students with knowledge of Intellectual Property Law with a detailed study, especially about analysis of intellectual property rights.

**prerequisites:**
It is required the knowledge of Private Law.

**content:**
1. Patents.
2. Industrial design rights.
3. Copyright

# DIRITTO PRIVATO E TUTELA DELL'AMBIENTE

*Prof. Tommaso Febbrajo*

**e-mail:** t.febbrajo@unimc.it

**degree course:** L22-0/20　　　**degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** IUS/01
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) P. Perlingieri, *Istituzioni di diritto civile,* Esi, Napoli, 2020,

**aims:**
Private law and basics of environmental law

**prerequisites:**
no prerequisite is required

**content:**
1. The legal order. 2 The obligations. 3. The contract. 4. Civil liability. 5. Property law. 29. The legal notion of environment. 30 Environment and contract 31. Sustainable development and environmental solidarity 32. Compensation for environmental damage.

# DIRITTO PUBBLICO E DELLE ISTITUZIONI TERRITORIALI

*Prof. Giancarlo Caporali*

**e-mail:** giancarlo.caporali@unimc.it

**degree course:** L22-0/20          **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** IUS/09
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) M. MAZZIOTTI DI CELSO -G.M. SALERNO, *Manuale di dirittocostituzionale,* CEDAM, Padova, 2018, Capitoli: da I a VII e XVII e XVIII (pagg. 267 circa)

**aims:**
The course aims to offer a good knowledge of the Institutions of Public Law and of the Local Authorities, focusing in particular on the dynamics relating to the relations between the State, the Territorial Authorities and the European Union

**prerequisites:**
Reading of the Constitution and the Constitutive Treaties of the European Union.

**content:**
The course aims to provide the student with the necessary tools for understanding the legal phenomenon, focusing in particular on the most relevant institutions of public and constitutional law and of state and territorial bodies and especially on the notions of:
Legal rules - Legal system - State - Bodies, powers and public acts -
Forms of state - Forms of government - Sources of law - International and community order - Federalism and regionalism - Regionalism in the Italian constitutional situation - Ordinary statutes and electoral legislation - Regional administrative competences - Metropolitan cities, provinces and municipalities and their competences.

# ECONOMIA DELLE IMPRESE E DEI MERCATI

*Prof. Stefano Perri*

**e-mail:** perri@unimc.it

**degree course:** L22-0/20          **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/01
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Stefano Perri, *Dispense di microeconomia,* s.e., Macerata, 2021, tutte le dispense

**aims:**
The course aims to highlight the key issues of the economic theory, in a historical, theoretical and analytical perspective.

**prerequisites:**
This is a preliminary course. Basic knowledge of algebra and history is required.

**content:**
This   course deals with the contemporary microeconomics: the main topics are the theory of surplus,   the mechanism of demand and supply relation, the theory of consumer's choices, the theory of firm's choices in the short and in the long run, and the consequent theory of prices, and general equilibrium theory. Then we study the welfare economics (Pareto's optimum), the failures of market and the market structures (monopoly, oligopoly and monopolistic competition)

# ECONOMIA DELLO SVILUPPO E DELLE PMI

*Prof.ssa Eleonora Cutrini*

**e-mail:** eleonora.cutrini@unimc.it

**degree course:** L22-0/20          **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/06
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Massimo Omiccioli, *I sistemi produttivi locali -Trasformazioni tra globalizzazione e crisi,* Carocci editore, Roma, 2013, 1, 9 e 12
2. (A) Gioacchino Garofoli, *Economia e politica economica in Italia. Lo sviluppo economico italiano dal 1945 ad oggi,* Franco Angeli, Milano, 2014, Dall'1 al 10 della Parte I e capitoli 3-4 della parte II
3. (A) E. Cutrini, G. Micucci, P. Montanaro, *I distretti tradizionali di fronte alla globalizzazione: il caso dell'industria calzaturiera marchigiana,* Carocci Editore, Roma, 2013, cap. 11
4. (A) Cutrini E., *Sviluppo economico e trasformazioni nei distretti marchigiani del Made in Italy: problemi recenti e prospettive, in Quaderni di ricerca sull'artigianato,* Il Mulino, Bologna, 2015,

**aims:**
To provide students with the in-dept knowledge of small-scale industries and develop an adequate level of awareness, critical analysis to operate effectively in the actual economic environment.

**prerequisites:**
Basic knowledge of microeconomics and macroeconomics and statistical methods for social sciences. Basic concepts are: external economies, agglomeration, clusters, industrial districts. Basic computer skills.

**content:**
- On the definition of SMEs (micro, small and medium-sized enterprises)
- Characteristics and behavior of small and medium-size enterprises
- The role of SMEs in Italy and Europe
- Industrial districts, local productive systems, specialization and comparative advantages, competitiveness
- Economies of scale and marshallian external economies
- New forms of international division of labor (unboundling, trade in tasks, global value chains): opportunities and risks

# ELEMENTI DI ECONOMIA AZIENDALE

*Prof.ssa Antonella Paolini*

**e-mail:** paolini@unimc.it

**degree course:** L22-0/20          **degree class:** L-33          **logistic sharing:** classe L-18
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/07
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) L. Marchi, A. Paolini (a cura di), *Introduzione all'economia aziendale. Il sistema delle operazioni e le condizioni di equilibrio aziendale, XI ed.,* Giappichelli, Torino, 2021, interamente

**aims:**
The acquisition of theoretical skills by the student.
Teaching aims to provide the student with the basic elements for a primary
Economic knowledge of companies. The method used goes from the analysis of processes and business operations.

**prerequisites:**
nothing

**content:**
The contents of the program can be summarized as follows:
1. Production factors
2. business model analysis model
3. processes for the acquisition / use of funding sources
4. Acquisition / use processes of the different categories of productive factors
5. Processes of transforming production factors into products (goods / services)
6. Product sales processes
7. Processes of formation of the management result (determination of the income and capital of operation)
8. Economic, financial and balance equilibrium
9. evolution of business size analysis systems
10. reading of the main schemes of income and capital tables

# ELEMENTI DI MATEMATICA

*Prof.ssa Cristiana Mammana*

**e-mail:** cristiana.mammana@unimc.it

**degree course:** L22-0/20          **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-S/06
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) K. Sydsaeter, P. Hammond, *Manuale di matematica per l'analisi economica,* V&P Università, Milano, 2004, Cap 4-5-6-7-8-11-12-13-15-16
2. (C) L. Peccati, S. Salsa, A. Squellati, *Matematica per l'economia e l'azienda,* Egea, Milano, 2018, Cap. 2-3-4-5-8-9-10
3. (C) Marderden J and Weinstein A, *Calculus I,* Springer, New York, 1986,
4. (C) C.P. Simon & L.E. Blume, *Mathematics for Economists,* W. W. Norton, New York, 1994, Cap da 1 a 14 e 16-17

**aims:**
Acquisition of basic mathematical knowledge and skills necessary for the study and resolution of economic and financial problems with a view to problem solving.

**prerequisites:**
Elements of logic, sets and relations, numerical structures, elementary algebra, equations, inequalities, elements of analytic geometry and trigonometry, elementary functions.

**content:**
Matrices and linear systems (overview),Functions of one variable and two variables (limits, continuity, derivatives and partial derivatives, differentiability, maximum and minimum, graph and level curves).

# ELEMENTI DI MATEMATICA

*Prof.ssa Elisabetta Michetti*

# MOD. B - ELEMENTI DI MATEMATICA

**e-mail:** elisabetta.michetti@unimc.it

**degree course:** L22-0/20          **degree class:** L-33
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** SECS-S/06
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) Castagnoli, Cigola, Peccati, *Financial Calculus with applications,* Egea, Cesano Boscone, 2013, Cap. 1
2. (C) R.L. D'ECCLESIA - L. GARDINI, *Appunti di Matematica finanziaria,* Giappichelli, Torino, 2009, Cap. 1 e 2

**aims:**
Acquisition of basic mathematical knowledge and skills necessary for the study and resolution of economic and financial problems with a view to problem solving.

**prerequisites:**
Elements of logic, sets and relations, numerical structures, elementary algebra, equations, inequalities, elements of analytic geometry and trigonometry, elementary functions.

**content:**
Applications to the arguments presented in Mod A, evaluation of financial flows (overview).

# INFORMATICA GESTIONALE
*Prof. Luca Romeo*

**e-mail:** *l.romeo@univpm.it*

**degree course:** L22-0/20  **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** INF/01
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) Dennis P. Curtin, Kim Foley, Kunal Sen, Cathleen Morin, *Informatica di base,* McGraw-Hill Education, Italia, 2021,
2. (C) Cay S. Horstmann, Rance D. Necaise, M. Dalpasso, *Concetti di informatica e fondamenti di Python,* Maggioli Editore, \cf0,
2019,

**aims:**
To provide students with computer skills and to code programs written in the Python language with the goal of solving elementary problems with applications to economics.

**prerequisites:**
None

**content:**
Introduction and basic concepts of computer science, and information coding. Introduction to the Python programming language with applications in business.

# INVESTIMENTI, RISCHIO E FATTIBILITA' FINANZIARIA

*Prof.ssa Barbara Fidanza*

**e-mail:** barbara.fidanza@unimc.it

**degree course:** L22-0/20          **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/09
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) BERK J., DE MARZO P., *Finanza Aziendale 1,* Pearson Addison Wesley, Milano, 2018, capitoli 2, 3, 4, 7, 8, 12 (solo paragrafi 12.5, 12.6, 12.7)

**aims:**
The aim of the course is to give a complete theoretical and practical framework of investment decisions, focusing on their role in the creation of value both ownership and public administration.

**prerequisites:**
The company: its internal breakdown, its relations with the environment, theoretical instruments for its past and prospective analysis, the financial balance.

**content:**
- Cash flows and cost of capital in capital dudgeting
- Capital budgeting techniques: net present value (NPV) and other methods (payback period and internal rate of return)
- Investment risk analysis: - sensitivity analysis; - analysis by scenarios; break-even point analysis; - real options and decision trees
- Economic and financial feasibility studies for public investments
- Analysis of public investments: shadow prices; program indicators; cost-benefit analysis.
- Analysis of public investments with multiple objectives: vector optimization; multi-attribute analysis; funds rationing and cost-effectiveness indicators.

# LINGUA INGLESE

*Prof.ssa Elisa Bolognesi*

**e-mail:** elisabolognesi@mercurio.it

**degree course:** L22-0/20  **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** L-LIN/12
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) D. Cotton, D. Falvey, S. Kent, *Market Leader Extra 3rd Ed. -PRE-INTERMEDIATE,* Pearson, London UK, 2016,
2. (A) MURPHY Raymond, *Essential Grammar in use with answers (4th ed.),* Cambridge University Press, Cambridge UK, 2016,

**aims:**
The course aims at attaining a broad knowledge of the business environment, advanced management skills and specialized knowledge in environmental economics and sustainability (A2+/B1 assessed level)

**prerequisites:**
English as a Foreign Language at an A1-A2 level (according to the Common European Framework of reference for languages)

**content:**
The course combines an analytical perspective with practical applications designed to improve students' language skills. Worldwide economic growth is rapid and there is an urgent demand for management practices that balance financial gains with sustainability. The course equips students with both the foundational skills and specific knowledge necessary to analyze the choices and challenges that arise in this area to prepare them for real future working life.
The course has a strong applied component

# LINGUA INGLESE: LINGUAGGIO SPECIALISTICO ECONOMICO FINANZIARIO PRIMO SEMESTRE

*Prof. Martin Harper*

**e-mail:** *martin.harper@unimc.it*

**degree course:** L22-0/20          **degree class:** L-33          **logistic sharing:** classe L-18
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** L-LIN/12
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
(to be specified)


**aims:**
Students have to prepare a 2020 Europass CV in English and pass a job interview.

**prerequisites:**
Students will need to speak, read and write English at about A2 level

**content:**
Numbers, dates, times, prices, fractions and decimals, the alphabet, the present, the past, the future, modal verbs, prepositions of place, time and movement, common questions and answers

# Lingua Inglese: LINGUAGGIO SPECIALISTICO ECONOMICO FINANZIARIO SECONDO SEMESTRE

*Prof. Martin Harper*

**e-mail:** *martin.harper@unimc.it*

**degree course:** L22-0/20      **degree class:** L-33      **logistic sharing:** classe L-18
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** L-LIN/12
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
(to be specified)


**aims:**
Students have to prepare a 2020 Europass CV in English, pass a job interview, describe their present situation, their qualifications, their work experience, their talents, abilities and ambitions for the future

**prerequisites:**
Students will need to read, speak and write English at A2 level

**content:**
The 2020 Europass CV
Numbers / dates / times / prices / fractions / decimals / percentages / the alphabet
The present
The past
The future
Modal verbs
Prepositions of place, movement and time

# SEMINARIO DI STRATEGIE INTEGRATE PER L'AMBIENTE: LA PROGETTAZIONE E LA PRATICA DEI FONDI DI SVILUPPO RURALE E IL CONTRIBUTO DEL FESR A SCALA LOCALE

*Prof. Antonio Tomao*

**e-mail:**

**degree course:** L22-0/20        **degree class:** L-33
**total hours of tuition:** 10
**European Credit Transfer and Accumulation System (ECTS):** 2
**Discipline Scientific Sector:** ICAR/21
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
(to be specified)

**aims:**
The seminar aims to provide students with theoretical and operational knowledge and tools to independently analyze the information available regarding rural development policies.

**prerequisites:**
No prerequisite required

**content:**
1. Theoretical introduction to the Community Agricultural Policy and the Rural Development Program
2. Introduction to software for the management of geo-referenced socio-economic data - GIS softwares
3. Presentation of the basic cartography and supporting databases
4. Application exercise with real data

# STATISTICA DI BASE E ANALISI DEMOGRAFICA E DEL TERRITORIO

*Prof. Gianluigi Salvucci*

**e-mail:**

**degree course:** L22-0/20      **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-S/04
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Leti Cerbara, *Elementi di statistica,* Il Mulino, Bologna, 2009,
2. (A) Salvucci G., Sateriano A., Salvati, *Introduzione alla statistica territoriale,* Kappa, Roma, 2021,
3. (A) Salvucci G., *Variabili come parole Indicatori come discorsi,* Kappa, Roma, 2022,

**aims:**
Know and use the main national statistical sources, in particular Istat. Conduct descriptive and spatial statistical analyses. Demographic analyses of the population, in particular with comparisons at different geographical scales

**prerequisites:**
Basic knowledge of mathematics and computer science

**content:**
The program is ideally divided into two parts, the first allows the student to acquire the main statistical methods, which are applied in the second part on the main official statistical surveys.

# TEORIA E FENOMENI MACROECONOMICI

*Prof. Claudio Socci*

**e-mail:** *claudio.socci@unimc.it*

**degree course:** L22-0/20          **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/01
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Domenico Delli Gatti, Marco Gallegati, Mauro Gallegati, *MACROECONOMIA - Fatti, teorie, politiche,* G. Giappichelli editori, Torino, 2020, 400 pagine

**aims:**
The student must be able to carry out economic activities of communication: writing reports on current issues of economics using technical language.

**prerequisites:**
(none)

**content:**
- National accounts.
- Aggregate demand, income, employment.
- IS-LM model.
- AD-AS model.
- Mundell-Fleming model.

# WEB AND SOCIAL MEDIA MARKETING

*Prof. Luca Giraldi*

**e-mail:** l.giraldi@unimc.it

**degree course:** L22-0/20      **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/08
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Kotler Philip, Hollensen Svend, Opresnik Marc Oliver, *Social media marketing. Marketer nella rivoluzione digitale,* Hoepli, IT, 2019, 200
2. (A) Luca Giraldi, *User experience design e comunicazione d'impresa.   Strategie e tecnologie per il Web,* Franco Angeli, IT, 2023, 1-224

**aims:**
The training objectives of the course are to increase the skills of the study on the topic of Web Social and media marketing, on the creation of digital marketing campaigns and on their analysis.

**prerequisites:**
Basic knowledge of the Web;
Knowledge of the functioning of the main social networks
All the Social Media ( FB, IG, LI, ...)

**content:**
The program is divided into 60 hours of which 40 hours of theoretical lectures and 20 hours of practical exercises and tests. The lectures propose to provide knowledge in the following topics:
Basics of the internet; Fundamentals of digital marketing; SEM (Search Engine Marketing) - SEO & Google Ads; Social Media Marketing & Website UX; Online marketing strategy and web metrics; Introduction to social media marketing; Creating a social media marketing strategy; Facebook marketing; Facebook Advertising; Linkedin; Instagram; Twitter; YouTube; Snapchat; Pinterest.

# DIRITTO AMMINISTRATIVO E DEGLI APPALTI PUBBLICI

*Prof. Stefano Villamena*

**e-mail:** stefano.villamena@unimc.it

**degree course:** L22-IST/20    **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** IUS/10
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) R. Dipace, *Manuale dei contratti pubblici,* Giappichelli, Torino, 2021,

**aims:**
Provide the students with a problem of public contract and updated based on the study of the principle of legality and proportionality in relation to the technical and administrative discretion.

**prerequisites:**
Knowledge of institutions developed in the course Administrative Law 1 (or in the course of the administrative law degree).

**content:**
Powers, functions and exercise: a historical, evolutionary and systematic. The application of the right to public administration. Subsumption, and weighting. Principle of legality and proportionality in relation to the technical and administrative discretion. Subjective legal situations into national law, European and Comparative Law: procedural and procedural protection. Procedure and measures of public contract . The pathology of the measure.

# DIRITTO DELL'UNIONE EUROPEA E FONDI COMUNITARI

*Prof. Tarak El haj*

**e-mail:** t.elhaj@unimc.it

**degree course:** L22-IST/20          **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** IUS/14
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Villani, U., *Istituzioni di diritto dell'Unione europea, 6a ed.,* Cacucci Editore, Bari, 2022,
2. (C) Contaldi, G., *Diritto europeo dell'economia,* Giappichelli, Torino, 2019, II, III, IV

**aims:**
The objective is to provide an appropriate knowledge of the institutional dynamics of the European Union (EU) and the main areas of substantive law, in order to be able to interpret supranational source of law and EU case-law.

**prerequisites:**
Adequate knowledge of Private Law is recommended.

**content:**
The course will mainly address the following topics

1. the Founding and Functioning Treaties of the European Union;

2. the institutions of the European Union;

3. the system of the legal acts;

4. the judicial system;

5. the relationship between domestic and supranational legal orders;

6. foreign relations;

7. the internal market;

8. the European structural and investment funds.

# ECONOMIA EUROPEA E SVILUPPO REGIONALE

*Prof.ssa Eleonora Cutrini*

**e-mail:** eleonora.cutrini@unimc.it

**degree course:** L22-IST/20     **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/06
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Bruzzo, A., *Analisi economica del territorio. Letture sulla scienza economica regionale,* Aracne Editrice, Roma, 2015, Capitoli 1,2,3,4,5,6,7,8 e 9 della parte I; capitoli 3,4,5,6 della parte II.
2. (C) Viesti G., Prota F., *Le nuove politiche regionali dell'Unione Europea,* Il Mulino, terza edizione, Bologna, 2007, Capitoli I, IV, V, VII e VIII
3. (A) Commissione Europea, *La coesione in Europa in vista del 2050: Ottava relazione sulla coesione economica, sociale e territoriale,* Commissione Europea, DG for Regional and Urban Policy, Bruxelles, 2022,
4. (A) Capello R., *Economia regionale,* Il Mulino, Bologna, 2015, Capitoli: I, II (solo paragrafi 1 e 2), III, IV (paragrafi 1, 2, 3 e 4), V (paragrafi 1, 2, 3 e 4), VI (solo paragrafi 1 e 2), VII (paragrafi 1, 2, 3 e 5), VIII.

**aims:**
Knowledge and understanding of: (a) the main economic theories on regional development and the location of firms and individuals; (b) the architecture of EU regional policy and the role Structural Funds for regional development and cohesion

**prerequisites:**
Basic knowledge of microeconomics and macroeconomics and statistical methods for social sciences. Basic concepts are: external economies, agglomeration, clusters, industrial districts. Basic computer skills.

**content:**
After having recalled the fundamental theories and methods of urban and regional economics, the course focuses on the process of European economic integration and on the role of the Cohesion Policy. Main topics of the course are:
- Sectoral and functional specialization, clusters and global value chains
- Structural change and location of economic activities
- Institutional quality and effectiveness in the use of structural funds, with insights into the implementation of Smart Specialization Strategies
- Case studies and applications to regional data

# GEOGRAFIA DEL TERRITORIO E DELL'AMBIENTE  MOD. B GEOGRAFIA DEL TERRITORIO E DELL'AMBIENTE

*Prof.ssa Simona Epasto*

**e-mail:** simona.epasto@unimc.it

**degree course:** L22-IST/20    **degree class:** L-33
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** M-GGR/02
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Conti S., *I territori dell'economia. Fondamenti di geografia economica,* UTET, Torino, 2012, Capitoli 8 e 9
2. (A) Valdemarin S., Lucia M. G., *Geografia dell'attrattività territoriale. Comprendere e gestire lo sviluppo locale,* Pearson Italia, Milano-Torino, 2022, Cap. 1, 2, 3, 4, 5, 6 e 7
3. (C) Giovannini E., *L'Utopia sostenibile,* Editori Laterza, Bari, 2022,

**aims:**
The aim of the course is to provide the interpretative spatio-temporal tools linked with the actions of the subjects operating in the economic field and to analyse some current case studies of Economic Geography

**prerequisites:**
No

**content:**
The course is divided into two Didactic Units. The first Didactic Unit is devoted to the theoretical and methodological framework of the Economic Geography of the environment and the territory. The second Didactic Unit is dedicated to the study of some issues and at the application of theoretical frameworks to practical case studies

# LABORATORIO DI EFFICIENZA ENERGETICA E SOSTENIBILITA AMBIENTALE

*Prof. Alberto Bollea*

**e-mail:** bolleaalberto@gmail.com

**degree course:** L22-IST/20        **degree class:** L-33
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** SECS-P/11
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) Nino di Franco, *Energy management. Fondamenti per la valutazione, la pianificazione e il controllo dell'efficienza energetica. Con esempi ed esercizi,* Franco Angeli, Italia, 2019, 662
2. (C) Francesca Romana D'Ambrosio Alfano, Ernesto Donciglio, Livio Mazzarella, *Efficienza energetica negli edifici. Un contributo per un testo unico,* Editoriale Delfino, Italia, 2016, 226

**aims:**
Energy efficiency and green energy basic concepts as far as tech, economic and financial side is concerned. This refers to
- Methodologies
- Law
- Incentives
- Contractual frameworks
- Trends
- Examples

**prerequisites:**
Economy
Finance
Commercial law
Mathematics
Statistics

**content:**
Energy efficiency methodologies and technologies
- Law
- Incentives
- Digitalization
- EPC contracts
- Project finance
- Case studies
- Tendenze future

# Network analysis per l'economia, Il business e le digital humanities

*Prof. Luca De benedictis*

**e-mail:** *luca.debenedictis@unimc.it*

**degree course:** L22-IST/20    **degree class:** L-33    **logistic sharing:** classe L-P03
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-P/01
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
(to be specified)


**aims:**
(to be included)

**prerequisites:**
(to be included)

**content:**
(to be included)

# PIANIFICAZIONE URBANA E DEL TERRITORIO

*Prof. Gianluigi Salvucci*

**e-mail:**

**degree course:** L22-IST/20       **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** ICAR/21
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Salvati L., *Spazio, regione, città,* Kappa, Roma, 2017,
2. (C) Lidia Scarpelli, *Appunti dalle lezioni di organizzazione e pianificazione del territorio,* Kappa, Roma, 2002,
3. (A) Sabbi A., Salvati L., Zambon, *La rappresentazione dei sistemi complessi - Statistiche, indicatori, metodologie,* Kappa, Roma, 2020,
4. (C) Luca Salvati, *L'architettura del paesaggio rurale,* Kappa, Roma, 2017,
5. (A) AAVV, *Forme, livelli e dinamiche dell'urbanizzazione in Italia, Istat,* Istat, Roma, 2017, solo capitolo 5


**aims:**
Know and use the main tools of urban and territorial planning in order to promote the sustainable development of the territory.

**prerequisites:**
Basic knowledge of geography

**content:**
Geographical elements of the territory
Territorial actors
The geographical scale in planning processes
The role of the city
Context analysis for territorial choices
Sustainable objectives and strategies

# POLITICA ECONOMICA DELL'AMBIENTE

*Prof. Stefano Deriu*

**e-mail:**

**degree course:** L22-IST/20    **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/02
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) MUSU, Ignazio, *Introduzione all'economia dell'ambiente,* Il Mulino, Bologna, 2003,


**aims:**
The course aims to address the analysis of the main investigation methods necessary to interpret the numerous critical aspects related to the relationship between economy and the environment.

**prerequisites:**
none

**content:**
Introduction. - I. The economic approach to the analysis of the environment. - II. The economic tools of environmental policy. - III. The value of the environment. - IV. Economics of natural resources. - V. Economic growth and the environment. - VI. International environmental economics.

# REPORTING AZIENDALE PER L'ECONOMIA CIRCOLARE

*Prof.ssa Michela Soverchia*

**e-mail:** michela.soverchia@unimc.it

**degree course:** L22-IST/20    **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/07
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Luciano Marchi, Giuseppe D'Onza (a cura di), *Introduzione alla contabilità d'impresa,* Giappichelli, Torino, settima edizione, 2021, tutto


**aims:**
The course aims to provide students with the basic principles and tools of financial accounting and financial reporting, as well as the knowledge of main tools relating non-financial reporting, with particular refernce to circular economy.

**prerequisites:**
Basic knowledge of business economics and administration.

**content:**
- accounting information system
- accounting methods and systems to record business operations
- financial accounting rules
- balance sheet and financial reporting
- circular economy
- non financial reporting (sustainabiity reporting, integrated reporting, environmental and social reporting)
- national and international standards for non financial reporting

# SOCIOLOGIA DEL WELFARE

*Prof. Gianluca Busilacchi*

**e-mail:** gianluca.busilacchi@unimc.it

**degree course:** L22-IST/20      **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SPS/09
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Busilacchi, G, *Welfare e diritto al reddito. Le politiche di reddito minimo nell'Europa a 27,* Franco Angeli, Milano, 2013, Tutto il volume ad esclusione del cap.3
2. (A) Busilacchi G., *Il welfare delle capacità,* manoscritto, Macerata, 2020, tutto il volume

**aims:**
The course is aimed at acquiring the analytical capacities aimed at understanding the dynamics of European Welfare State, its evolution over decades and its process of trasformation

**prerequisites:**
(none)

**content:**
The course is divided into four parts.
The first part is dedicated to general analysis of concepts and theory of Welfare State.
The second part is specifically dedicated to the analysis of the evolution of the concept of poverty over decades.
The third part is specifically dedicated to the analysis of the historycal evolution of European Welfare State.
The fourth part is specifically dedicated to the analysis of policies against poverty in Europe, with a special focus on guaranteed minimum income policies.

# STATISTICA ECONOMICA, BIG DATA E MICRO DATI ECONOMICA E ANALISI DEI BIG DATA

## MOD. A STATISTICA

*Prof. Antonio Pacifico*

**e-mail:** antonio.pacifico@unimc.it

**degree course:** L22-IST/20          **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-S/03
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Stock, James H. and Watson, Mark W., *Introduzione all'econometria,* Pearson, Milano, 2020, Indicati dal Docente
2. (A) James, G., Witten, D., Hastie, T., and Tibshirani, R., *An Introduction to Statistical Learning: with Applications in R,* Springer, New York (USA), 2017, Indicati dal Docente
3. (C) Hastie, T., Tibshirani, R., and Friedman, J., *The Elements of Statistical Learning Data Mining, Inference, and Prediction,* Springer, New York (USA), 2009, Indicati eventualmente dal Docente

**aims:**
The purpose of the course is to provide the necessary tools for a thorough understanding of the theory behind statistical and econometric models.

**prerequisites:**
Data Analysis and Descriptive Statistics, Probability and Inference.

**content:**
Review of Statistics; Applied Statistics; Simple and Multiple Linear Regression; Non-linear Regressions; Logistic Models; Discriminant Analysis and Model Selection (Cross-validation). Statistical-econometric Software: Rstudio.

# STATISTICA ECONOMICA, BIG DATA E MICRO DATI                    MOD. B MICRO DATI

*Prof. Antonio Pacifico*

**e-mail:** antonio.pacifico@unimc.it

**degree course:** L22-IST/20     **degree class:** L-33
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** SECS-S/03
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) James, G., Witten, D., Hastie, T., and Tibshirani, R., *An Introduction to Statistical Learning: with Applications in R,* Springer, New York (USA), 2017, Indicati dal Docente
2. (C) Hastie, T., Tibshirani, R., and Friedman, J., *The Elements of Statistical Learning Data Mining, Inference, and Prediction,* Springer, New York (USA), 2009, Indicati eventualmente dal Docente


**aims:**
The purpose of the course is to provide the necessary tools for a thorough understanding of the theory behind statistical and econometric models by means of high dimensional (micro) data.

**prerequisites:**
Data Analysis and Descriptive Statistics, Probability and Inference.

Applied Statistics and Linear Models (simple and multiple).

Non-linear Models.

Discriminant Analysis.

**content:**
Variable and Model Selection; Other Model Selection methods and Shrinkage procedure. Statistical-econometric Software: Rstudio.

# WELFARE STATE E SOSTENIBILITA' ECONOMICA

*Prof. Pietro Marcolini*

**e-mail:** PIETRO.MARCOLNI@ISTAO.IT

**degree course:** L22-IST/20    **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-P/02
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) organizzazione delle Nazioni Unite, *trasformare il nostro mondo:l'Agenda 2030 per lomsviluppo sostenibile,* ONU, disponibile online, 2015,
2. (C) Governo italiano, *Piano nazionale di ripresa e resilienza,* governo, online, 2021,
3. (C) Consiglio europeo, *quadro finanziario pluriennale dell'UEper il periodo 20121-27,* Consiglio Europeo, Bruxelles, 2020,

**aims:**
The student should acquire the knowledge of the extent of public intervention and the limits in economic, financial and environmental terms.

**prerequisites:**
The student must have expressed an interest for the interaction between the economic and social aspects.

**content:**
The main purpose is examining the expansion of the welfare, its failures and the current policies. Two focuses will be developed: the first on the social welfare health system and the second on the double reconstruction of central Italy.

# GEOGRAFIA DEL TERRITORIO E DELL'AMBIENTE

## MOD. A GEOGRAFIA DEL TERRITORIO E DELL'AMBIENTE

*Prof.ssa Simona Epasto*

**e-mail:** simona.epasto@unimc.it

**degree course:** L22-IST/20, L22-MER/20   **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** M-GGR/02
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Conti S., *I territori dell'economia. Fondamenti di geografia economica,* UTET, Torino, 2012, Capitoli 1-2-3-4-5-6-7
2. (C) Bagliani M., Dansero E., *Politiche per l'ambiente. Dalla natura al territorio,* UTET Università, Torino, 2011,
3. (A) Valdemarin S., Lucia M. G., *Geografia dell'attrattività territoriale. Comprendere e gestire lo sviluppo locale,* Pearson Italia, Milano-Torino, 2022, Introduzione, Cap. 8, Cap. 9 e Cap. 10

**aims:**
The aim of the course is to provide the interpretative spatio-temporal tools linked with the actions of the subjects operating in the economic field and to analyse some current case studies of Economic Geography

**prerequisites:**
No

**content:**
The course is divided into three Didactic Units. The first Didactic Unit is devoted to the theoretical and methodological framework of the Economic Geography and the analysis of the different sectors of the geoeconomic space. The second Didactic Unit is dedicated to the analysis of the concepts and basic tools of environmental policies. The third Didactic Unit is aimed at the study of some issues and at the application of theoretical frameworks to practical case studies

# ANALISI DEI SISTEMI TERRITORIALI

*Prof. Francesco Capocasa*

**e-mail:** *francesco.capocasa@unimc.it*

**degree course:** L22-MER/20          **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-S/03
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) C. S. Bertuglia - F. Vaio, *Complessità e modelli,* Bollati Boringhieri, torino, 2011,


**aims:**
The course aims to provide the fundamental tools of modeling for the analysis of complex, environmental,regional and economic systems.

**prerequisites:**
Elementary knowledge of mathematics

**content:**
Dynamical Systems and equations of evolution
Cellular Automata
Complex Adaptive Systems
Evolutive Algorithms
Agent-based models

# DIRITTO DELLA SOSTENIBILITA' AGRO-AMBIENTALE

*Prof.ssa Anna ilaria Trapè*

**e-mail:** annailaria.trape@unimc.it

**degree course:** L22-MER/20     **degree class:** L-33     **logistic sharing:** classe LM-62
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** IUS/03
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) A. Germanò, M.P. Ragionieri, *Diritto agroalimentare. Le regole del mercato degli alimenti e dell'informazione alimentare,* Giappichelli, Torino, 2014,
2. (A) L. Costato - P. Borghi - S. Rizzioli - V. Paganizza - L. Salvi, *Compendio di diritto alimentare,* Cedam, Padova, 2015,

**aims:**
The course aims to give the knowledge of the European discipline of food production and trade, taking into account consumer's rights.

**prerequisites:**
No prerequisite

**content:**
- the sources of law
- free trade of food on the global market
 - the agricultural and food enterprise
- the European Food Safety System: Reg. no. 178/2002
- the protection of consumer's right to an aware choice (label, presentation of food, health/nutrition information)
- food quality

# ECONOMETRIA PER L'ANALISI TERRITORIALE

*Prof. Antonio Pacifico*

**e-mail:** antonio.pacifico@unimc.it

**degree course:** L22-MER/20      **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/05
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Stock, James H. and Watson, Mark W., *Introduzione all'econometria,* Pearson, Milano, 2020, Indicati dal Docente
2. (C) Wooldridge, Jeffrey M., *Introductory Econometrics: A Modern Approach,* South-Western, United States, 2019, Indicati dal Docente

**aims:**
The purpose of the course is to provide the necessary tools for a thorough understanding of the theory behind classical econometric models.

**prerequisites:**
Data Analysis and Descriptive Statistics, Probability and Inference.

**content:**
Simple and Multiple Linear Regression; Non-linear Regressions; Univariate and Multivariate Linear Time-series. Statistical-econometric Software: Rstudio.

# ECONOMIA TRIBUTARIA E TERRITORIO

*Prof. Leo fulvio Minervini*

**e-mail:** leofulvio.minervini@unimc.it

**degree course:** L22-MER/20    **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-P/03
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Bosi, P., e Guerra, M.C., *I tributi nell'economia italiana,* Mulino, Bologna, 2022, Tutto
2. (A) Rosen, H.S., e Gayer, T., *Scienza delle finanze,* McGraw-Hill, Milano, 2018, Capp. 5,  14-17,  21

**aims:**
The aim is to provide students with basic instruments for economic analysis of taxation in modern fiscal systems.

**prerequisites:**
Basic knowldege of microeconomics and mathematics is required.

**content:**
Part I - Fiscal system
- Taxation principles
- Taxes and market economy
- Fiscal burden

Parte II - Economic analysis of taxation
- Tax incidence
- Taxes on consumption goods, labor, and capital
- Environmental taxes

Part III - Fiscal federalism

Part IV - Income taxation
- Definitions of income
- Progressive taxes
- IRPEF (taxes on individual's and family's income)

Part V - Taxes on consumption
- VAT
- Excise taxes

Part VI - Taxes on capital
- Taxes and business legal form
- Taxes, investments, and savings
- IRAP (regional tax on business)

# FONDAMENTI DI MARKETING PER L'INNOVAZIONE

*Prof.ssa Marta Giovannetti*

**e-mail:** marta.giovannetti@unimc.it

**degree course:** L22-MER/20          **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-P/08
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Blythe, Cedrola Martin, *Fondamenti di marketing,* Pearson Prentice Hall, Milano, 2017,

**aims:**
OBJECTIVES: strategic and operational role of marketing in reference to the organization and internal operations of the company and in relations with the external environment, set of theories, tools and structures for innovation.

**prerequisites:**
Basic knowledge of microeconomics and business economics.

**content:**
In detail the topics covered in the course.
- Marketing, business, micro and macro marketing environment.
- The purchasing behavior of consumers and organizations.
- Segmentation, targeting and positioning.
- The marketing information system, customer relationship management and market research.
- The 4Ps: product, price, distribution and communication.
- Marketing contexts: Services Marketing and BtoB Marketing.
- Digital marketing and new business models.
- Innovation management: product, process and market innovation.
- Models for innovation and open innovation.
- Innovation and marketing and sales technology: AI, Big Data etc.

# IMPRESA SOSTENIBILE NELLA GREEN ECONOMY      MOD.A IMPRESA SOSTENIBILE NELLA GREEN ECONOMY

*Prof.ssa Barbara Kulaga*

**e-mail:**

**degree course:** L22-MER/20      **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-P/08
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Caroli M, *Economia e Gestione Sostenibile delle Imprese,* McGrawHil, Milano, 2021, (A) cap. 1, 2, 3. 4. 5, 6, 8
2. (A) Sciarelli S, Sciarelli M, *Il Governo Etico d'Impresa,* CEDAM, Padova, 2018,

**aims:**
The Course has the purpose to provide the tools for analyzing and managing a sustainable enterprise in terms of characteristic elements, purposes, strategic management, external and internal relations analysis, organization.

**prerequisites:**
Knowledge on elements of microeconomics and business administration. Any gaps will be filled by docent during lessons

**content:**
Course consist in three principal parts: the first part is on sustainability, fondant elements of sustainable enterprise, purposes of a sustainable enterprise; the second part is on management of a sustainable enterprise in order to provide the elements to know and define a strategic planning; the third part is on the principle certification and measurement instruments of sustainability

**IMPRESA SOSTENIBILE NELLA GREEN ECONOMY**        **MOD.B IMPRESA
SOSTENIBILE NELLA GREEN ECONOMY**

*Prof.ssa Marta Giovannetti*

**e-mail:** marta.giovannetti@unimc.it

**degree course:** L22-MER/20       **degree class:** L-33
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** SECS-P/08
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Caroli M., *Economia e Gestione Sostenibile delle Imprese,* McGrawHill, Milano, 2021, cap 7, 10, 11
2. (A) Sciarelli S, Sciarelli M., *Il Governo Etico d'Impresa,* CEDAM, Padova, 2018,


**aims:**
the Course has the purpose to provide the tools for defining the offer of a sustainable enterprise in a strategic and operative approach. The Course provide all elements to manage businesses strategically and sustainably.

**prerequisites:**
The Module A is a prerequisite to Module B

**content:**
The Course consists in identification of elements for a strategic and operative management of offer in a sustainable approach. The Course provides all elements to manage product, price, distribution, communication and the support of digitalization to sustainability.

# LABORATORIO DI MARKETING TERRITORIALE

*Prof.ssa Barbara Kulaga*

**e-mail:**

**degree course:** L22-MER/20        **degree class:** L-33
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** SECS-P/08
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Guido, G., & Pino, G., *Il marketing territoriale. Pianificazione e strumenti,* il Mulino, Bologna, 2019, Capitoli 1, 2.1, 2.3, 5

**aims:**
The course aims to provide the student with interpretative skills of territorial dynamics and an approach to strategic marketing of territorial systems through theoretical-operational tools to implement a territorial marketing plan

**prerequisites:**
The knowledge of the contents of "Sustainable business in the green economy" course (modules a and b) can facilitate the participation.

**content:**
1. The territorial marketing plan
a. Unit of analysis: local territorial systems
b. The territory as an organization and product
c. The phases of the strategic model of territorial marketing
d. The drafting of the strategic territorial marketing plan
2. Basic elements of the territorial marketing strategy
a. The strategic area
b. Strategic resources
3. Implementation of sustainable local development strategies
4. Presentation of the marketing case object of the laboratory (every year it will be the subject of the
laboratory a specific case on which students will have to practice and propose their solution)

# PROGRAMMAZIONE ECONOMICA TERRITORIALE

*Prof. Claudio Socci*

**e-mail:** *claudio.socci@unimc.it*

**degree course:** L22-MER/20        **degree class:** L-33
**total hours of tuition:** 60
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/02
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Enrico Marelli e Marcello Signorelli, *POLITICA ECONOMICA,* G. Giappichelli editori, Torino, 2019, 430 pagine
2. (C) Enrico Ciciotti, *COMPETITIVITA' E TERRITORIO,* Carocci editore, Bologna, 2003, capp. 1, 2, 3, 4, 5.
3. (A) A. Bruzzo, *ANALISI ECONOMICA DEL TERRITORIO, LETTURE SULLA SCIENZA ECONOMICA REGIONALE,* Aracne editrice, Aprilia, 2008,

**aims:**
The student must be able to carry out economic activities of communication: writing reports on current issues of economics using technical language.

**prerequisites:**
(none)

**content:**
- Models for the economic policy
- Central and local Public institutions
- Public intervention and globalization

# SOCIOLOGIA ECONOMICA E DELLO SVILUPPO LOCALE       MOD. A SOCIOLOGIA ECONOMICA

*Prof. Gianluca Busilacchi*

**e-mail:** *gianluca.busilacchi@unimc.it*

**degree course:** L22-MER/20       **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SPS/09
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Trigilia C., *Sociologia economica (II volume),* Il Mulino, Bologna, 2009, tutto tranne cap.2


**aims:**
The course is aimed at developing the capacity and tools to analyse the main issues in the field of economic sociology.

**prerequisites:**
(none)

**content:**
The course will deal with the main concepts and issues of economic sociology, such as: the crisis of fordism and the advent of flexible production models, models of capitalism, welfare state, systems of regulation, comparative political economy and the theory of modernization in the analysis of development.

# SOCIOLOGIA ECONOMICA E DELLO SVILUPPO LOCALE           MOD. B SVILUPPO LOCALE

*Prof. Gianluca Busilacchi*

**e-mail:** *gianluca.busilacchi@unimc.it*

**degree course:** L22-MER/20          **degree class:** L-33
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** SPS/09
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Reyneri. E, Pintaldi F., *Dieci domande su un mercato del lavoro in crisi,* Il Mulino, Bologna, 2013,

**aims:**
The course is aimed at developing the capacity and tools to analyse the main issues in the field of the sociology of local development.

**prerequisites:**
none

**content:**
The course is divided in two parts. The first part will deal with the main concepts and issues of the sociology of local development, such as: social capital, local development, industrial districts. The second part will be focused on the analisys of labour market at the local level, with a particular emphasis on the interaction between economic and social aspects.

# TEORIA DELLE SCELTE PER L'AMBIENTE E IL TERRITORIO
*Prof. Mauro maria Baldi*

**e-mail:**

**degree course:** L22-MER/20        **degree class:** L-33
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-S/06
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) F. S. Hillier, G. J. Lieberman, *Operations Research,* Mc Graw Hill, eleventh edition, 2020,
2. (A) D. G. Luenberger, Y. Ye, *Linear and Nonlinear Programming,* Springer, fourth edition, 2016,


**aims:**
The student will learn optimization techniques to solve decision problems.

**prerequisites:**
Basic Mathematics.

**content:**
The student will be able to formulate linear programming models and those tools useful to address these models in Economical using the simplex method, the duality theory and the sensitivity analysis. The student will also be able to solve integer linear programming and decision problems.