



## **VADEMECUM FOR THE ADMISSION INTERVIEW FOR THE MASTER'S DEGREE COURSE IN BUSINESS AND ECONOMIC SCIENCES (LM-77)**

The admission interview for the Master's Degree course in Business and Economic Sciences (LM-77) aims to assess the candidates' knowledge of the fundamentals of economics and business, and it will focus on the topics listed below. In addition, it might include some questions about the topics covered during your studies.

### **Business economics**

- 1) Firm governance principles and *Business formula*.
- 2) Capital configurations
- 3) Cost configurations and determination criteria
- 4) Self-financing
- 5) Profitability diagram

### **Private law**

- 1) Contract, main terms and invalidity
- 2) Obligation, financial obligations and contractual liability
- 3) Non-contractual liability and compensation for pecuniary and non-pecuniary damage
- 4) Property, social function and possession
- 5) Natural persons and legal persons

### **Public law**

- 1) Regional finance and local finance
- 2) The function of political direction
- 3) Administrative discretion
- 4) Individual rights and legitimate interests
- 5) The adversarial principle in the administrative procedure

### **Economics and business management**

- 1) The main dimensions underlying value creation according to Luigi Guatri. Methods to measure the value created and estimate the ability to create value in the future.
- 2) Main defining contents of corporate governance. Reference object of agency costs
- 3) The factors that can lead to above-average company performance. Basic decisions / choices that can allow companies to create or appropriate annuities. Analytical tools that can assist these decisions.
- 4) The models of capitalism typical of the Anglo-Saxon, German-Japanese and Italian contexts
- 5) Financial methods for choosing investments

## **Marketing**

- 1) The difference between strategic and operational marketing
- 2) Segmentation, its goal and its main stages
- 3) The BCG matrix within the product policy. Definition methods and main limits
- 4) Pricing methods
- 5) The marketing plan: purpose and structure.

## **Public economics**

- 1) The Italian tax system (personal income tax, VAT, corporation tax, property tax and local services)
- 2) The public debt
- 3) Majority voting
- 4) Cost-benefit analysis
- 5) Pension schemes (capitalization, distribution, funded by contributions)

## **Mathematical finance**

- 1) Annuities and amortizations
- 2) The bond market
- 3) Duration, Volatility and Hedging

## **Political economy**

- 1) Consumer choice: interpretation of equality between the marginal rate of substitution and the relationship between prices
- 2) Business choice: marginal cost equals marginal revenue, from monopoly to competitive firm
- 3) Balance: efficiency of the competitive equilibrium
- 4) Cost curves; Long-term competitive equilibrium
- 5) Market failures: externalities, public goods
- 6) GDP – Gross Domestic Product
- 7) Balance in the three-sector model (work, goods, liquidity)
- 8) Balance in the IS-LM Keynesian model and conjunctural policies
- 9) AD–AS or aggregate demand–aggregate supply model of the labor market and structural policies
- 10) Solow-Swan growth model

## **Business organization**

- 1) The fundamental parts of organizations
- 2) Logic and coordination mechanisms
- 3) The main organizational structures
- 4) Types of inter-organizational relationships
- 5) The organizational microstructure

## **Statistics**

- 1) Linear regression: application contexts, properties, interpretation
- 2) Inference: population and sample, estimators and confidence intervals
- 3) Inference: the sample mean, the sampling distribution
- 4) Probability: the Gaussian random variable
- 5) Probability: the binomial random variable

### **Planning and control**

- 1) The major determinants of "success", "development" and "crisis" in companies
- 2) Planning and strategic control: nature, function, main application tools
- 3) Programming and directional control: nature, function, main application tools
- 4) Financial analysis using ratios reclassification criteria, main ratios for the analysis of the financial and economic situation of a business.
- 5) The budget

### **Labour law**

- 1) Basis principles of Labour law
- 2) Trade union freedom and collective bargaining
- 3) Employers' powers and company organization
- 4) Content of the contract
- 5) Overstaffing management

### **Economics and management of financial institutions**

- 1) Functions and structure of the financial system
- 2) Management of financial intermediaries
- 3) Functions and characteristics of financial instruments
- 4) Structures, functions and organizational forms of the financial markets
- 5) Regulation and supervision of the financial system
- 6) Bank Financial statements

### **Industrial organization**

- 1) Market structures
- 2) Product differentiation and monopolistic competition
- 3) Pricing
- 4) Pricing methods
- 5) Patents and technological innovation

### **Commercial law**

- 1) Entrepreneur characteristics
- 2) Unlimited liability of partnerships members
- 3) Governance of public limited companies
- 4) Rights of limited liability companies shareholders
- 5) Capital and corporate assets

### **Tax law**

- 1) Constitutional principles in tax matters
- 2) The tax obligation
- 3) Techniques and forms of tax assessment
- 4) Business income
- 5) The value added tax (VAT)

### **Economics and financial management of companies**

- 1) Financial analysis and flow dynamics
- 2) Investment and financing policies
- 3) Dividend policy
- 4) Evaluation of investments
- 5) Cost of capital and financial structure
- 6) Risk and return
- 7) Company evaluation

### **Accounting**

- 1) The information and accounting system: General and analytical Accounting
- 2) Fundamentals of General Accounting
- 3) Financial Statement: structure, principles, and content
- 4) Cash flow statement: structure, principles, and content
- 5) Balance Sheet Reclassification.
- 6) Fundamentals of Public accounting: principles, structure, functions, and budget.