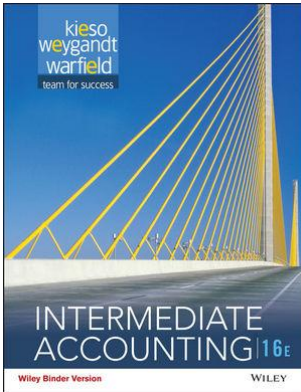


# SYLLABUS FOR THE EXAM IN ENGLISH VERSION

## ACCOUNTING

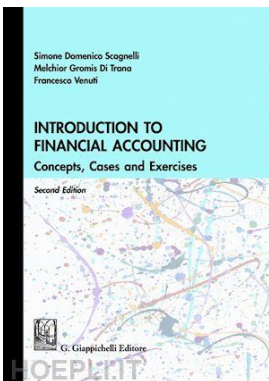
Suggested textbook: Kieso, D.E., Weygandt, J.J., Warfield, T.D., Intermediate Accounting, Wiley & Sons, 16th Edition, 2016



Only the following chapters:

3. The Accounting Information System
4. Income Statement and Related Information
5. Balance Sheet and Statement of Cash Flows
11. Depreciation, Impairments, and Depletion

Alternative textbook: Scagnelli, S., Gromis di Trana, M., Venuti, F., Introduction to Financial Accounting - Concepts, cases and Exercises, Giappichelli, 2019

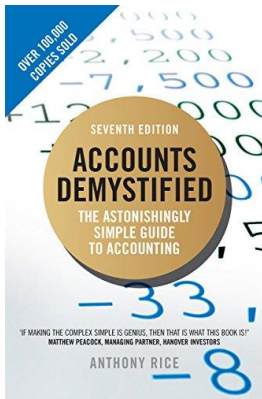


Only the following chapters:

1. The accounting system
2. Accounting for ordinary business transactions
3. Adjusting and closing entries
4. Preparing Financial Statements

## FINANCIAL STATEMENTS

Suggested textbook: Rice, A., Accounts Demystified: The Astonishingly Simple Guide To Accounting, Prentice Hall, 2015

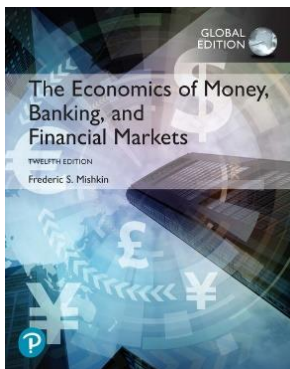


Only the following chapters:

1. The balance sheet and the fundamental principle
2. Creating a balance sheet
3. The profit&loss account and cash flow statement
4. Creating the profit&loss account and cash flow statement
7. Financial Analysis - introduction
8. Analysis of the enterprise
9. Analysis of the funding structure

## BANKING AND FINANCIAL INSTITUTIONS

Suggested textbook: Mishkin, F., Economics of Money, Banking and Financial Markets: Global Edition, Pearson, 12th Edition, 2019.

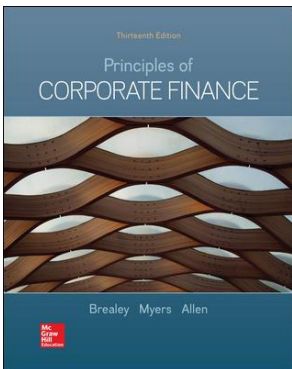


Only the following chapters:

2. An Overview of the Financial System
4. The meaning of Interest Rates
7. The Stock Market, the Theory of Rational Expectations, and the Efficient Market Hypothesis
8. An Economic Analysis of Financial Structure
9. Banking and the Management of Financial Institutions
18. The foreign exchange market

## **CORPORATE FINANCE**

Suggested textbook: Brealey, R.A., Myers, S.C., Allen, F., Principles of Corporate Finance, McGraw Hill, 13th edition, 2019

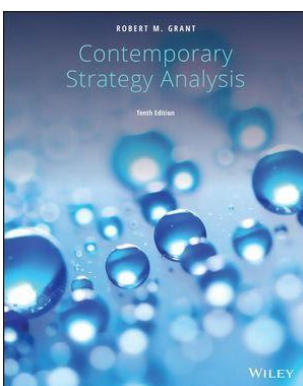


Only the following chapters:

1. Introduction to Corporate Finance
2. How to calculate Present Values
5. Net Present Value and other investment criteria
7. Introduction to Risk and Return
8. Portfolio Theory and the Capital Asset Pricing Model
9. Risk and the Cost of Capital
16. Payout Policy
17. Does debt policy matter?

## **BUSINESS MANAGEMENT BUSINESS STRATEGY**

Recommended Textbook: Grant, R.M., Contemporary Strategy Analysis, Wiley, Tenth Edition, 2018 (ISBN 9781119511557)



Only the following parts/chapters/paragraphs:

### **PART I INTRODUCTION**

1. The Concept of Strategy  
Introduction and objectives

The Role of Strategy in Success  
The Basic Framework for Strategy Analysis  
How is Strategy Made? The Strategy Process  
(excluded Summary, Self-Study Questions, Notes)

## **PART II THE TOOLS OF STRATEGY ANALYSIS**

### **3. Industry Analysis: The Fundamentals**

Introduction and Objectives  
From Environmental Analysis to Industry Analysis  
Analyzing Industry Attractiveness  
Applying Industry Analysis to Forecasting Industry Profitability  
Using Industry Analysis to Develop Strategy  
Defining Industries: Where to Draw the Boundaries  
From Industry Attractiveness to Competitive Advantage: Identifying Key Success Factors  
(excluded Summary, Self-Study Questions, Notes)

### **4. Further Topics in Industry and Competitive Analysis**

Introduction and Objectives  
Beyond the Five Forces: Complements, Ecosystems, and Business Models  
Competitive Interaction: Game Theory and Competitor Analysis  
Segmentation and Strategic Groups  
(excluded Summary, Self-Study Questions, Notes)

## **PART III BUSINESS STRATEGY AND THE QUEST FOR COMPETITIVE ADVANTAGE**

### **7. The Sources and Dimensions of Competitive Advantage**

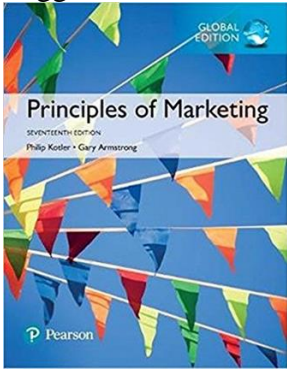
Introduction and Objectives  
How is Competitive Advantage Established?  
How is Competitive Advantage Sustained?  
Cost advantage  
Differentiation Advantage  
Can Firms Pursue Both Cost and Differentiation Advantage?  
(excluded Summary, Self-Study Questions, Notes)

### **8. Industry Evolution and Strategic Change**

Introduction and Objectives  
The Industry Life Cycle  
(excluded Summary, Self-Study Questions, Notes)

## MARKETING

Suggested textbook: Kotler, P., Armstrong, G., Opresnik, M.O., Principles of marketing, Pearson, 2018



Only the following chapters:

**PART 1: Defining Marketing and the Marketing Process**

1. Marketing: Creating Customer Value and Engagement

2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships

**PART 2: Understanding the Marketplace and Consumer Value**

5. Consumer Markets and Buyer Behavior

**PART 3: Designing a Customer Value—Driven Strategy and Mix**

7. Customer Value—Driven Marketing Strategy: Creating Value for Target Customers

8. Products, Services, and Brands: Building Customer Value

10. Pricing: Understanding and Capturing Customer Value

12. Marketing Channels: Delivering Customer Value