



## **ADMISSION TEST FOR THE MASTER'S DEGREE IN INTERNATIONAL MANAGEMENT/ VERIFICATION OF LEARNING**

### **Overview**

The applicants must demonstrate adequate knowledge in the following areas:

#### **A) ACCOUNTING AND FINANCE**

Concept of the firm and double-entry bookkeeping:

- The accounting equation and its components
- Double entry and the general ledger
- Balancing accounts and the trial balance Preparing

financial statements:

- Adjustment for depreciation and non-current assets
- Irrecoverable receivables and allowance for irrecoverable receivables
- Inventory evaluation
- Adjustments for accruals and prepayments

True and fair view and qualitative characteristics of useful financial information.

#### **B) MANAGEMENT**

- Management process
- Functions of management
- Different types of managers
- Link between leadership and management
- Concept of strategy and levels of business strategy
- Competitive forces and types of business strategies.
- Competitive environment analysis
- Planning and decision-making processes
- Organizational structure
- Organizational environment and culture



**C) MARKETING**

- Marketing process
- Marketing strategy, segmentation, and positioning
- Marketing mix (the four Ps: Product, Price, Place, and Promotion)
- Pricing strategies and marketing channels
- Buying behavior
- Promotion activities
- Advertising and Public Relations

**D) ORGANIZATION STUDIES**

- Organizational theories and culture
- Organizational structure and its components (authority and control, specialization and coordination)
- Mechanistic and organic organizational structures
- Organizational design process, competencies, and technology
- Types and forms of organizational change



## SUGGESTED TEXTBOOKS AND READINGS

### A) Accounting and Finance:

- IASB, Conceptual framework, IASB, London, Chapter 2
- Melis, A. (2007). Financial statements and positive accounting theory: The early contribution of Aldo Amaduzzi. *Accounting, Business & Financial History*, 17(1), pages 53-62.
- Thomas W., Introduction to Financial Accounting, Ninth Edition, 2019, McGraw- Hill (part. 2-3 and Part 5- par. 23-24).

### B) Management:

- Bateman, T., Snell, S., & Konopaske, R. (2022). *Management: Leading & Collaborating in a Competitive World*, 15th Edition, McGraw-Hill. ISBN: 1260261522
- Sciarelli S., *La gestione dell'impresa*, Cedam, 2017

### C) Marketing:

- Kotler P. and Armstrong, *Principles of Marketing*, 17th edition. Pearson (2018) ISBN: 978-0134492513
- Kotler P., Kelly K., Ancarani F., Costabile M., *Marketing per manager. Capire il marketing made in Italy*. Person Editore (2014).

### D) Organization studies:

- Mintzberg, H. (1979). *The structuring of Organizations*. Prentice-Hall. ISBN: 978-0138552701
- Jones, Gareth R., *Organizational Theory, Design, and Change*, 7th Edition. Pearson (2013). ISBN: 978-0132729949
- Costa, Gubitta, Pittino, *Organizzazione aziendale*, McGraw-Hill (2016).