SCHOOL	web and corporate communications
ACADEMIC YEAR	THREE-YEAR PROGRAM III - 2025/2026
SUBJECT	1651 Logica e organizzazione d'impresa
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	6
DISTRIBUTION OVER THE ACADEMIC YEAR	I SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The course aims to provide a comprehensive understanding of the logical and informational functioning of businesses, with a specific focus on digital enterprises. This course aims to provide a foundational level of logical and organizational knowledge of a company, including its positioning. The course also focuses on the economic data of from the income statement to the balance sheet, with a comprehensive understanding of working capital and cash flow requirements. This is to prepare a business plan streamlined for the establishment of a startup.

Knowledge and understanding	Students will be able to comprehend the logic and organization of businesses and interpret data. fundamental economic data and the ability to analyze the organizational and logical soundness of a company.
Applying knowledge and understanding	Students will be provided with a practical approach to developing a business plan for a startup venture. reasoning in terms of self-entrepreneurship for their own ideas.
Making judgements	Students are expected to acquire autonomy in reading a business plan, as well as key company data.
Communication skills	The presentation of projects is undoubtedly a very important part. During the course, students will will learn about inter-group communication and project presentation. For this reason, it will be Students are required to acquire at least a basic level of communication skills for their own project-based
Learning skills	Students are expected to learn a working method for sourcing reliable resources for to be able to continuously update oneself. Knowing what to look for, how to search, and where to search

CONTENTS	Narrative structures: from the simplest to the most complex, utilizing the most effective methods for project presentation. Analysis of diverse audience types, management of proxemics, and spatial organization The use of voice and the selection of linguistic register
ADOPTED METHODOLOGY	[X] In Person The lessons will be divided into a theoretical component and a practical component to facilitate the application of the acquired knowledge.
ASSESSMENT METHODS	Project-based work involving a business plan and a complete pitch for a startup