

Orientation course for students

What exactly is a profit company and how does it work in practice apart from theoretical schemata? What are the key drivers to be considered and perfectly known in order to have the best chances to be successful in business?

Students who have finished or nearly finished their studies and are about to start their career in companies, should consider these aspects with the utmost attention especially nowadays, in consideration of the persistent economic crisis and the difficulty to find an appropriate job. Even more so it will be if they are considering to start a business of their own, because in this case not only their career but their own capital will be at stake.

In this orientation course, mainly built up on more than thirty years spent in companies and after a specific research on managerial core competences, we will focus in a simple but effective way on the most important aspects, starting from the business idea analysis, marketing and business plan, communication and advertising, accounting and finance, process engineering and re-engineering, organizational structures, human resources and so on, so to give students a fundamental reservoir of practical knowledge.

For any clarification please feel free to contact me at my mail address carmine.darconte@tiscali.it



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Carmine D'Arconte. Professor of Marketing and Communication. Università degli Studi di Roma 3. Rome, Italy