<table>
<thead>
<tr>
<th>Settore scientifico disciplinare</th>
<th>Materie</th>
<th>Argomenti</th>
<th>Testi consigliati</th>
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</table>
| SECS-P/07                       | Financial Accounting/ Financial Statement Analysis | Double-entry bookkeeping  
Frameworks and concepts of financial accounting  
The contents of financial statements (balance sheet, income statement and cash flow statement)  
| SECS-P/07                       | Cost analysis/ Management control | The nature of management accounting  
The behavior of costs, contribution margin, cost-volume-profit relations  
Full costs and their uses  
Activity based costing  
Standard costs, variable costing systems, quality costs and joint costs  
Production costs variance analysis  
Other variance analyses  
Strategic planning and budgeting  
| SECS-P/08                       | Business management/Strategy | Analysis of the firm external environment  
Porter's 5 forces model  
Porter's value chain model  
Vertical integration analysis  
Operations management,  
Process design  
TQM  
Modularity  
| SECS-P/08                       | Marketing | What does people involved in marketing?  
The marketing environment  
Consumers and buyers' behavior  
Segmentation, targeting, positioning  
The marketing information system and marketing research  
Product and branding  
Price strategies  
The distribution  
Marketing communications and promotional tools  
Definition, implementation and control of marketing plans  
The marketing services  
Customer Relationship Marketing and Internet Marketing  
| SECS-P/08                       | Finance | Financial analysis and financial planning  
Bond and Stocks Valuation  
Determining Free cash Flows  
Capital Budgeting (NPV and other methods)  
| SECS-P/10                       | Organization | Organizational design  
Analysis and design of the organizational microstructure  
Analysis and design of the organizational mesostructure (coordination mechanisms and vertical and horizontal division of labour)  
| SECS-P/11                       | Banking and financial market intermediaries | risk and return: lessons from capital market history determinants of interest rates  