

**COURSE OF STUDY ECONOMICS AND BUSINESS ADMINISTRATION
ACADEMIC YEAR 2024-2025
ACADEMIC SUBJECT ECONOMICS AND BUSINESS MANAGEMENT, 8 CFU**

General information	
Year of the course	III
Academic calendar (starting and ending date)	I semester: from 16 September 2024 to 20 December 2024
Credits (CFU/ETCS):	8
SSD	Economis and Business Management SECS-P/08
Language	Italian
Mode of attendance	Attendance of the course is optional but recommended

Professor/ Lecturer	
Name and Surname	Prof. Nicolaia Iaffaldano
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Telephone	
Department and address	Sede di Economia- Via Ancona, corner with Via Lago Maggiore, Taranto, on the 3rd floor, room n. 5
Virtual room	Microsoft Teams platform (code: akud9bw)
Office Hours (and modalities: e.g., by appointment, on line, etc.)	The tutoring can be held both physically at the office of Prof. Iaffaldano in via Lago Maggiore in Taranto and electronically through the Microsoft Teams platform (MT Code: akud9bw), agreeing on the date and timetable via email with the teacher. During the course period, the tutoring is also held on Tuesdays at 14.00 in the teacher's office.

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
200	64	Within the 64 hours of frontal teaching, seminars, practical exercises and field trips are planned	136
CFU/ETCS			
8	8		

Learning Objectives	The course aims to analyse the role of the company in the current socio-economic environment, to define the founding principles of management, to examine the main tools for context analysis, for the development of strategies and operational techniques aimed at satisfaction of the needs of both consumers and businesses. It aims to achieve adequate knowledge of company functions (operational activities, logistics, marketing) for the correct and effective management of commercial exchanges between the company and relevant market players.
Course prerequisites	The course requires basic knowledge of business administration. Prerequisites: Business administration and general accounting (as prescribed by the didactic rule book).

Teaching strategies	The course is organized in lectures on theoretical topics and exercises, closely related to the lessons, during which problems are exposed to develop the student's ability to apply theory in the context of real phenomena. Furthermore, laboratory activities are carried out with the method of business cases during which concrete problems of entrepreneurship and business management (strategic and operational) arise, through the discussion of case histories and exercises in working groups.
Expected learning outcomes in terms of	
Knowledge and understanding on:	<ul style="list-style-type: none"> ○ on the strategic-decision-making dynamics of companies with particular reference to business models and relations with national and international markets ○ on the operational dynamics of businesses with reference to relationships with suppliers ○ on the operational dynamics of companies regarding relations with commercial distributors
Applying knowledge and understanding on:	<ul style="list-style-type: none"> ○ on emerging market turmoil ○ on the critical success factors of the sectors in which companies intend to operate ○ on the companies' operations, the problems of functioning and corporate performance, to provide effective answers to the needs of the companies
Soft skills	<ul style="list-style-type: none"> ● <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> ○ on the operational potential of companies in various competitive sectors ○ on business problemsetting ○ on business problemsolving ● <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ about the results achieved by companies through the models of the management literature ○ regarding leadership orientation and team working ○ about the appropriate and relevant managerial vocabulary to operate in managerial and entrepreneurial roles within companies or as business consultants ● <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ about methodologies for analyzing and monitoring management performance
Syllabus	
Content knowledge	Introduction to the course. Business models and governance rules. Organizational and strategic aspects of corporate governance. Business balance, environment-market, sector analysis. New technologies and production. Business logistics. Materials management and production planning. The distribution system. Outbound logistics and design of the physical distribution system. The evolution of services. Service marketing. The transformation of the offer: from the package of services to experiences and solutions. The customer's role. The time factor dimension. The new management models: outsourcing, facility management and global service. New business models for sustainable and ethical consumption. Time evolution of customer satisfaction. The new dimensions of the competition between the brands. The search for new ways for business. The convergence of management theories.
Texts and readings	- Scicutella M. (2011). La gestione d'impresa, Cacucci, Bari, (capp. 1, 2, 3, 6, 9, 10, 11, 12);

	<p>- Santamato V.R. (2011). <i>L'impresa di servizi nel cambiamento</i>, FrancoAngeli, Milano (capp. 1, 2, 3, 5, 8, 9);</p> <p>- Dalli D., Fornari D. (a cura di) (2014). <i>Le discontinuità d'impresa</i>, Egea, Milano (capp. 1, 3, 6);</p> <p>- Fiocca R. (2014). <i>Impresa futura. Nuove prospettive per l'impresa e il management del domani</i>, FrancoAngeli, Milano, (capp. 1, 2).</p>
Notes, additional materials	Any additional materials will be indicated during the course
Repository	The student will be provided with teaching material via email

Assessment	
Assessment methods	
Assessment criteria	<ul style="list-style-type: none"> • <i>Knowledge and understanding</i> <ul style="list-style-type: none"> ○ on the decision-making and operational dynamics of companies in the basic, assembly and tertiary sectors • <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> ○ on the main business performance analysis models, to specific business cases, to provide effective responses to their needs • <i>Autonomy of judgment</i> <ul style="list-style-type: none"> ○ in terms of ability to interpret and evaluate the operational potential of companies in the various competitive sectors • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ about specialized vocabulary • <i>Communication skills</i> <ul style="list-style-type: none"> ○ in terms of effectiveness, appropriateness and linearity • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ in terms of the ability to aspire to obtain an employment opportunity in the economic field, showing critical reasoning skills on the study carried out concerning the strategic and operational management of companies in the basic, assembly and tertiary sectors, or to continue and deepen the studies, in these sectors, with a high degree of autonomy
Final exam and grading criteria	Verification of learning takes place through an oral exam aimed at ascertaining the knowledge and technical terminology acquired, the ability to analyse and synthesize concepts, the ability to connect different topics of the discipline and, in general, of the managerial disciplines. The final grade is awarded out of thirty. The exam is passed when the grade is greater than or equal to 18.
Further information	