

## COURSE OF STUDY: STATISTICAL SCIENCES

ACADEMIC YEAR: 2024-2025

ACADEMIC SUBJECT: BUSINESS ECONOMICS

General information	
Year of the course	II
Academic calendar (starting and ending date)	II SEMESTER
Credits (CFU/ETCS):	6
SSD	ITALIAN
Language	OPTIONAL
Mode of attendance	

Professor/ Lecturer	
Name and Surname	FRANCESCO SCALERA
E-mail	robby_sca@virgilio.it
Telephone	+39-3357817952
Department and address	BARI
Virtual room	TEAMS
Office Hours (and modalities: e.g., by appointment, on line, etc.)	WEDNESDAY 11.30 A.M. – 13.30 P.M.

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	42	0	108
CFU/ETCS			
6			

<b>Learning Objectives</b>	<i>The course in Business Economics addresses the vast field of disciplines that deal with the aspects of management, organization and recognition of companies of various types. In particular, it aims to provide students with the basic knowledge and logical-analytical tools essential for developing the ability to understand corporate behavior in a unitary way.</i>
<b>Course prerequisites</b>	<i>The course does not have any particular pre-requisites.</i>

<b>Teaching strategie</b>	Oral
<b>Expected learning outcomes in terms of</b>	<i>At the end of the lessons, the student will have to be able to manage a company both conceptually and practically, starting from its creation to move on to its development, using the business economic principles acquired during the lesson course, in order to be able to guarantee the same continuous creation of value over time.</i>
<b>Knowledge and understanding on:</b>	At the end of the course, the student will be able to manage a company, safeguarding the principle of economy and the economic, financial and patrimonial balance, in order to be able to continue autonomously over time.
<b>Applying knowledge and understanding on:</b>	At the end of the course, the student will be able to create a business plan, to manage a company according to the most appropriate leadership style, to adapt his organizational structure to the current competitive scenario.

<b>Soft skills</b>	<i>Students will have gained the knowledge to evaluate the most appropriate successful strategy to use, in order to be able to create a direct foreign investment in a given territory and to be able to exploit the opportunities for subsidized finance useful for the development of the company. Furthermore, they will be able to carry out activities to understand a financial statement and its ratios, as well as develop an elementary analysis of the main balance sheet items and to recognize and eliminate company waste from a "lean production" perspective .</i>
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<b>Syllabus</b>	
<b>Content knowledge</b>	<i>Business economics and economic-business disciplines in a historical-evolutionary perspective. The notion of company. First elements of analysis and classification of companies. Preliminary notions on company-environment relationships. The systemic approach in business studies. The characteristics of the corporate system. The structure of the company, the institutional set-up, the economic combinations and the technical set-up, the assets, the personal body and the organizational set-up. The economy of the firm: the conditions of equilibrium in the different classes of firms. Corporate decision-making processes: investment decisions and current management decisions. Strategic decisions and main business strategies. Business aggregates. The main types of cost. The organization: the design of organizational structures, the organizational structure and operating systems, the organizational approach by processes and the creation of value. The functional areas (marketing, production and logistics, research and development, organization, strategic planning, finance, administration and management control).</i>
<b>Texts and readings</b>	CASSANDRO P.E., Trattato di Ragioneria – L’economia delle aziende e il suo controllo, Cacucci, Bari, last edition. (Parte Prima: Capitolo I e Capitolo III fino al paragrafo 34, incluso).  DI CAGNO N., ADAMO S., GIACCARI F., Lineamenti di Economia Aziendale, Cacucci, Bari, 2013. <b>EDUCATIONAL MATERIAL PROVIDED BY THE TEACHER.</b>
<b>Notes, additional materials</b>	None.
<b>Repository</b>	Slides.

<b>Assessment</b>	
Assessment methods	Oral
Assessment criteria	<ul style="list-style-type: none"> <li>• Knowledge and understanding: Oral</li> <li>• Applying knowledge and understanding: Yes</li> <li>• Autonomy of judgment: Yes</li> <li>• Communicating knowledge and understanding: Yes</li> <li>• Communication skills: Yes</li> <li>• Capacities to continue learning: Yes</li> </ul>
Final exam and grading criteria	<i>Multiple choice quizzes in the classroom and open questions. Mark based on the correct answers given.</i>
<b>Further information</b>	No

