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| General Information | |
| Academic subject | Economics and Business Management |
| Degree course | 2020-2021 |
| Curriculum | LM89 Storia dell'arte |
| ECTS credits | 6 (Study Hours: 150) |
| Compulsory attendance | Attendance is governed by the Didactic Regulations of the Course, Art. 4 |
| Language | Italiano |

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| Subject teacher | Name Surname | Mail address | SSD |
| | Lucrezia Maria de Cosmo | lucreziamaria.decosmo@uniba.it | SECS-P08 |

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| ECTS credits details | | | |
| Basic teaching activities | 6 | | |

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| Class schedule | |
| Period | Second |
| Year | II |
| Type of class | Lectures |

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| Time management | |
| Hours | 150 |
| In-class study hours | 42 |
| Out-of-class study hours | 108 |

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| Academic calendar | |
| Class begins | 22/02/2021 |
| Class ends | 21/05/2021 |
| Classrooms and timetable | https://manageweb.ict.uniba.it/ricerca/dipartimenti/lelia/calendario-lezioni |

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| Syllabus | |
| Prerequisites/requirements | |
| Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS) | <p>Obtain a good knowledge of the problems of strategic and operational business management: in particular on the strategic and operational management of cultural institutions.</p> <p>Develop strategies and operational techniques aimed at satisfying the needs of both consumers and businesses.</p> <p>Achieve adequate knowledge about the main business functions of a cultural enterprise (administration, operational activities, marketing).</p> |
| Contents | <p>The business system and competitive environment: the specificities of the cultural sector, businesses and system players.</p> <p>Development of business system strategies and strategic planning of cultural businesses.</p> <p>Corporate management in a strategic key: marketing, technological innovation and financial management of cultural institutions.</p> |
| Course program | |
| Bibliography | <p>Fontana F., Caroli M., <i>Economia e Gestione delle Imprese</i>, McGraw Hill, Milano 2020, edizione <i>Create</i> a cura di Lucrezia Maria de Cosmo.</p> <p>Solima L., <i>Management per l'impresa culturale</i>, Carocci editore, 2018.</p> |

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| Notes | |
| Teaching methods | Face-to-face lessons. Business case discussion. |
| Assessment methods (indicate at least the type written, oral, other) | Final oral exam. The exam calendar is published on the Degree Course website and on Esse3. To register for the exam, it is mandatory to use the Esse3 system. |
| Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are. | The student must have an excellent basic knowledge of issues related to the strategic business management, market analysis, relations with competitors and those with consumers, to be applied in the cultural context, as well as demonstrating adequate ownership of technical language of the discipline. |
| Further information | The office hours are published on the teacher's web page. These times are subject to change. Students are advised to check the teacher's webpage and the department's website for possible variations. |