Bachelor Degree in Business Administration (Degree Code: L-18) Business Management A.Y 2023-2024, Course Year: II, I Semester, 9 ECTS Credits

Prof. Maria Colurcio, Angela Caridà

Course Information	Business Management - SSD: SECS-P/08 9 ECTS – 63 hours: 4 ECTS (28 hours) Prof. Maria Colurcio				
	1 9 FUTS - 63 NOURS. 4 FUTS UX NOURS PROUNTAINS COURTING				
	5 ECTS (35 hours) Prof. Angela Caridà				
	Lesson period: I Semester, September – November 2023				
	A.Y. 2023/2024				
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	Tel.: + 39 0961 3694974				
	Prof.ssa Angela Caridà				
	E-mail: angela.carida@unicz.it				
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	Tel.: + 39 0961 3694974				
Course Description	The aim of the course is to provide students with knowledge to better understand				
	management processes and apply management methods and tools.				
	The course has a strong practical and theoretical focus.				
Course goals and	This course aims to provide students with tools and techniques to support				
Expected Learning	management processes, both in the area of strategic decision-making and in the				
Outcomes	functional areas of business management: Marketing, Production, Corporate				
(knowledge and	Finance, Human Resources Management and Logistics.				
understanding;	It envisages business cases discussion and exercises on performance assessment,				
Apply knowledge and	Break-even analysis, logistics management, etc.				
understanding;	The expected learning outcomes are: i) adequate knowledge and understanding of				
Autonomy of	the principles of business management; ii) the ability to apply the concepts,				
judgment;	methods and tools learned; iii) the ability to use and synthesise information; iv)				
Communication skills;	adequate critical thinking skills to set up and manage business objectives.				
Learning ability)					
Program	Topics covered are:				
(Attending and non	- The economic and social role of business.				
Attending students)	- The socio-economic environment.				
	- Stakeholders.				
	- Theory of "social success".				
	- Strategic management process.				
	- Competitive strategies.				
	- Management of human resources and leadership.				
Expected Learning Outcomes (knowledge and understanding; Apply knowledge and understanding; Autonomy of judgment; Communication skills; Learning ability) Program (Attending and non	The course has a strong practical and theoretical focus. This course aims to provide students with tools and techniques to support management processes, both in the area of strategic decision-making and in the functional areas of business management: Marketing, Production, Corporat Finance, Human Resources Management and Logistics. It envisages business cases discussion and exercises on performance assessment Break-even analysis, logistics management, etc. The expected learning outcomes are: i) adequate knowledge and understanding of the principles of business management; ii) the ability to apply the concepts methods and tools learned; iii) the ability to use and synthesise information; in adequate critical thinking skills to set up and manage business objectives. Topics covered are: - The economic and social role of business. - The socio-economic environment. - Stakeholders. - Theory of "social success". - Strategic management process. - Competitive strategies. - Development strategies. - The organizational models. - Lean management.				

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	- Production process.					
	- Financial management.					
	- Logistic process.					
	- Performance evaluation.					
Expected	150 hours					
student						
workload						
Teaching Methods	- Lectures					
	- Case study discussion					
	- Seminars					
Learning resources	Textbook: La gestione dell'impresa, tra teoria e pratica aziendale, XI edizione.					
(textbooks, eventual	Authors: Sciarelli. S. (2022).					
further readings	Publisher: Ed. Co	edam. ISBN. 97888133	72583			
useful to a reader	Chapters: 1,2,3,	4,5,6,7,8,10,12,13,14,1	5,16,17,19,20,21,22.			
seeking additional	Appendix n. 1: 1	.,2,3,4,5.				
information)						
	Further teaching	g materials will be avail	able on the UMG e-learnir	ng platform.		
	Lectures and th	ne textbook are the p	orimary sources of prepa	ration for the final		
	examination.					
	Information about this course can be found at https://					
	http://www.diges.unicz.it/web/docenti/colurcio-maria/					
	Students will be supplemented by weekly tutorials dealing during A.Y.					
Support activities	Students will be			g A.Y.		
Support activities Attendancy policy		supplemented by wee				
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	critical/systematic ability		
27-29	Remarkable knowledge, supported by orientation skills in the subject and considerable critical thinking	Correct method supported by coherent presentation/reasoning with hints of originality	Able to focus the subject logically and coherently.
30-30L	Excellent knowledge supported by outstanding orientation skills in the subject and profound critical thinking	Correct method supported by coherent presentation/reasoning with noticeable originality	Able to focus the subject logically and coherently.