

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 5 ECTS (35 hours) Prof. Angela Caridà Lesson period: I Semester, September – November 2023 A.Y. 2023/2024
Instructor Contacts	<p>Prof. Maria Colurcio E-mail: mariacolurcio@unicz.it Website: http://www.diges.unicz.it/web/docenti/colurcio-maria/ Room 21 - DIGES Tel.: + 39 0961 3694974</p> <p>Prof.ssa Angela Caridà E-mail: angela.carida@unicz.it Website: https://diges.unicz.it/web/docenti/carida-angela/ Room 21 - DIGES Tel.: + 39 0961 3694974</p>
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 Expected Learning Outcomes (knowledge and understanding; Apply knowledge and understanding; Autonomy of judgment; Communication skills; Learning ability)	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, Corporate 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; iv) adequate critical thinking skills to set up and manage business objectives.
Program (Attending and non Attending students)	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. - Management of human resources and leadership. - Marketing.

	<ul style="list-style-type: none"> - Production process. - Financial management. - Logistic process. - Performance evaluation. 																				
Expected student workload	150 hours																				
Teaching Methods	<ul style="list-style-type: none"> - Lectures - Case study discussion - Seminars 																				
Learning resources (textbooks, eventual further readings useful to a reader seeking additional information)	<p>Textbook: La gestione dell'impresa, tra teoria e pratica aziendale, XI edizione. Authors: Sciarelli. S. (2022). Publisher: Ed. Cedam. ISBN. 9788813372583 Chapters: 1,2,3,4,5,6,7,8,10,12,13,14,15,16,17,19,20,21,22. Appendix n. 1: 1,2,3,4,5.</p> <p>Further teaching materials will be available on the UMG e-learning platform.</p> <p>Lectures and the textbook are the primary sources of preparation for the final examination.</p> <p>Information about this course can be found at https://http://www.diges.unicz.it/web/docenti/colurcio-maria/</p>																				
Support activities	Students will be supplemented by weekly tutorials dealing during A.Y.																				
Attendance policy	The attendance policy is established by art. 8 of the University teaching regulation: http://www.unicz.it/pdf/regolamento_didattico_ateneo_dr681.pdf .																				
Assessment methods	<p>The course includes intermediate assessment tests The final exam will be written and oral. The final exam will be graded according to the following table.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Knowledge and comprehension</th> <th>Analysis and synthesis</th> <th>Use of bibliographic references</th> </tr> </thead> <tbody> <tr> <td>Fail</td> <td>Important gaps/mistakes/lexical inaccuracies Confusion</td> <td>Irrilevant Inappropriate use of digressions and generalizations</td> <td>Not able</td> </tr> <tr> <td>18-20</td> <td>Minimal orientation skills in the subject Evident imperfections/gaps</td> <td>Barely sufficient</td> <td>Barely sufficient</td> </tr> <tr> <td>21-23</td> <td>Superficial knowledge Serious imperfections</td> <td>Correct method supported by coherent presentation/reasoning</td> <td>Able</td> </tr> <tr> <td>24-26</td> <td>Good knowledge, albeit non supported by substantial</td> <td>Correct method supported by coherent presentation/reasoning</td> <td>Able</td> </tr> </tbody> </table>		Knowledge and comprehension	Analysis and synthesis	Use of bibliographic references	Fail	Important gaps/mistakes/lexical inaccuracies Confusion	Irrilevant Inappropriate use of digressions and generalizations	Not able	18-20	Minimal orientation skills in the subject Evident imperfections/gaps	Barely sufficient	Barely sufficient	21-23	Superficial knowledge Serious imperfections	Correct method supported by coherent presentation/reasoning	Able	24-26	Good knowledge, albeit non supported by substantial	Correct method supported by coherent presentation/reasoning	Able
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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.	