

Bachelor Degree in Business Administration (Degree Code: L-18)
Business Management
A.Y 2024-2025, 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 2024 A.Y. 2024/2025 |
| Instructor Contacts | <p>Prof. Maria Colurcio E-mail: mariacolurcio@unicz.it Website: http://www.diges.unicz.it/web/docenti/colurcio-maria/ Room: Colurcio, Caridà, Melia - 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: Colurcio, Caridà, Melia - 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 |
| | 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 | | | | | | | | | | | | | | | | | | |

| | | | | | |
|--|--|--------|---|---|---|
| | | | 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. |