

General information	
Academic subject	Economics and Business Management
Degree course	Economics and Business Administration
Academic Year	2022/2023
European Credit Transfer and Accumulation System (ECTS)	8
Language	Italian
Academic calendar (starting and ending date)	I semester from September 2023 to December 2023
Attendance	Attendance of the course is optional but recommended

Professor/ Lecturer	
Name and Surname	Prof. Nicolaia Iaffaldano
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Department and address	Sede di Economia- Via Ancona, corner with Via Lago Maggiore, Taranto, on the 3rd floor, room n. 5
Virtual headquarters	Microsoft Teams platform (code: eqqm0lw)
Tutoring (time and day)	The tutoring can be held both physically at the office of Prof. Iaffaldano in via Lago Maggiore in Taranto and electronically through the Microsoft Teams platform (MT Code: eqqm0lw), agreeing on the date and timetable via email with the teacher. During the course period, the tutoring is also held on Tuesdays at 14.00 in the teacher's office.

Syllabus	
Learning Objectives	The course aims to analyse the role of the company in the current socio-economic environment, to define the founding principles of management, to examine the main tools for context analysis, for the development of strategies and operational techniques aimed at satisfaction of the needs of both consumers and businesses. It aims to achieve adequate knowledge of company functions (operational activities, logistics, marketing) for the correct and effective management of commercial exchanges between the company and relevant market players.
Course prerequisites	The course requires basic knowledge of business administration. Prerequisites: Business administration and general accounting (as prescribed by the didactic rule book).
Contents	Introduction to the course. Business models and governance rules. Organizational and strategic aspects of corporate governance. Business balance, environment-market, sector analysis. New technologies and production. Business logistics. Materials management and production planning. The distribution system. Outbound logistics and design of the physical distribution system. The evolution of services. Service marketing. The transformation of the offer: from the package of services to experiences and solutions. The customer's role. The time factor dimension. The new management models: outsourcing, facility management and global service. New business models for sustainable and ethical consumption. Time evolution of customer satisfaction. The new dimensions of the competition between the brands. The search for new ways for business. The convergence of management theories.
Books and bibliography	- Scicutella M. (2011). La gestione d'impresa, Cacucci, Bari, (capp. 1, 2, 3, 6, 9, 10, 11, 12); - Santamato V.R. (2011). L'impresa di servizi nel cambiamento, FrancoAngeli, Milano (capp. 1, 2, 3, 5, 8, 9);

	- Dalli D., Fornari D. (a cura di) (2014). Le discontinuità d'impresa, Egea, Milano (capp. 1, 3, 6); - Fiocca R. (2014). Impresa futura. Nuove prospettive per l'impresa e il management del domani, FrancoAngeli, Milano, (capp. 1, 2).
Additional materials	Any additional materials will be indicated during the course.

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
200	72		128
ECTS			
Teaching strategy		The course is organized in lectures on theoretical topics and exercises, closely related to the lessons, during which problems are exposed to develop the student's ability to apply theory in the context of real phenomena. Furthermore, laboratory activities are carried out with the method of business cases during which concrete problems of entrepreneurship and business management (strategic and operational) arise, through the discussion of case histories and exercises in working groups.	
Expected learning outcomes			
Knowledge and understanding on:		<ul style="list-style-type: none"> ○ Knowledge and understanding of the decision-making and operational dynamics of industrial and service companies with particular reference to business models and relations with the markets. 	
Applying knowledge and understanding on:		<ul style="list-style-type: none"> ○ Ability to concretely analyse the management facts of companies, the problems of operation and company performance, to provide effective answers to the needs of companies. 	
Soft skills		<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> ○ Ability to interpret and evaluate the operational potential of companies in different competitive contexts. ○ Study and critical approach of entrepreneurial problems. ○ Problem-setting and problem-solving development. • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ Ability to present the results achieved by companies through the models of the managerial literature. ○ Orientation to leadership and team working. ○ Development of the appropriate and relevant managerial vocabulary for operating in managerial and entrepreneurial roles within companies or as business consultants. • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ Ability to learn the methods of analysis and control of management performance. 	

Assessment and feedback	
Methods of assessment	Oral examination
Evaluation criteria	<ul style="list-style-type: none"> • <i>Knowledge and understanding</i> <ul style="list-style-type: none"> ○ The student must be able to illustrate and understand the decision-making and operational dynamics of industrial and service companies using an

	<p>appropriate economic-managerial language.</p> <ul style="list-style-type: none"> • <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> ○ The student must be able to apply the main business performance analysis models, to specific cases of companies, to provide effective answers to their needs. • <i>Autonomy of judgment</i> <ul style="list-style-type: none"> ○ The aim of the course is to acquire and consolidate one's own autonomy of judgment in terms of the ability to interpret and evaluate the operational potential of companies in the various competitive contexts. • <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ The student will have to demonstrate that he is able to apply the language terminology in an appropriate and relevant way. • <i>Communication skills</i> <ul style="list-style-type: none"> ○ Orientation to leadership and team working. ○ Ability to dialogue, personal listening, understanding and persuasion. • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ At the end of the course, the student must have the learning skills necessary to obtain an employment in the economic, strategic and operational management of industrial and service companies, or to continue and deepen his studies in these sectors, with a high degree of autonomy.
<p>Criteria for assessment and attribution of the final mark</p>	<p>Verification of learning takes place through an oral exam aimed at ascertaining the knowledge and technical terminology acquired, the ability to analyse and synthesize concepts, the ability to connect different topics of the discipline and, in general, of the managerial disciplines. The final grade is awarded out of thirty. The exam is passed when the grade is greater than or equal to 18.</p>
<p>Additional information</p>	