

**Laurea Triennale Economia e Commercio**
**ACADEMIC YEAR 2024-2025**
**Business Geography**

General information	
Year of the course	<i>III</i>
Academic calendar (starting and ending date)	<i>II semester (September 2023- December 2023)</i>
Credits (CFU/ETCS):	<i>6</i>
SSD	<i>Economic political Geography</i>
Language	<i>Italian</i>
Mode of attendance	<i>Optional</i>

Professor/ Lecturer	
Name and Surname	Francesca Rinella
E-mail	francesca.rinella@uniba.it
Telephone	0805714359
Department and address	Dipartimento For.Psi.Com. Palazzo Chiaia Napolitano, Via Crisanzio 42, Bari Stanza 411 (quarto piano)
Virtual room	Teams Platform with code: 2r9kqlr
Office Hours (and modalities: e.g., by appointment, online, etc.)	The reception will take place both in presence and online on the Teams Platform, by appointment via email

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
<i>Es. 150</i>	<i>35</i>	<i>7</i>	<i>108</i>
CFU/ETCS			
<i>Es. 6</i>	<i>5</i>	<i>1</i>	

<b>Learning Objectives</b>	<p>Provide students with theoretical, methodological and analytical tools of the discipline through which they can:</p> <ul style="list-style-type: none"> <li>acquire knowledge, skills and disciplinary skills related to the methodological-epistemological and paradigmatic evolution of geographical science up to the horizons of contemporary research to be able to interpret the evolution of territorial organization and economic-territorial processes that guide the development of current society</li> <li>acquire the key concepts, the fundamental theories, the methods, the tools, the specific language of the geographical discipline</li> <li>collect and decipher the data relating to geographical phenomena to examine, understand and explain the territorial systems as well as the evolutionary dynamics of the company, the location choices and the new models of organization of the same</li> </ul>
<b>Course prerequisites</b>	No previous Knowledge is required

<b>Teaching strategie</b>	The course will consist of a series of lectures and in-depth seminars held by
---------------------------	---

	industry experts (with the support of ppt and audiovisual slides) during which methodological issues will be dealt with, conceptual insights will be carried out and case studies will be analysed. Subsequently, ample space will be given to research 'in the field' and to the study of the relationship between business and the territory also through the organization of individual and group exercises guided and coordinated by the teacher
<b>Expected learning outcomes in terms of</b>	
<b>Knowledge and understanding on:</b>	<p>Knowledge and understanding:</p> <p>themes, key concepts, fundamental theories, methods, tools, principles, specific language of the discipline.</p> <p>of the relationships of connection and interdependence existing between the physical, anthropic, and economic elements that regulate the functioning of contemporary society.</p> <p>the importance of the various location factors in the choices made by entrepreneurs.</p> <p>of the changes in the weight exercised by the various localization factors over time and of the influence exerted by them in the localization processes at different territorial scales.</p> <p>the effects that entrepreneurial choices determine on the territory at different scales (with particular reference to the problem of environmental sustainability);</p> <p>of the dynamics and processes deriving from the affirmation of new markets, from growing competitiveness and from innovation and globalization processes</p>
<b>Applying knowledge and understanding on:</b>	<p>Ability to apply the theories and knowledge acquired to know:</p> <ul style="list-style-type: none"> <li>• read, understand, describe, interpret, and clearly transmit reality from a territorial-spatial point of view</li> <li>• analyze concrete case studies and at different spatial scales</li> <li>• solve problems related to location choices and more generally organizational firms</li> </ul> <p>In particular, to develop these skills, students will be required to carry out specific analyzes on the Italian and Apulian business context (with particular regard to the study of industrial districts) by analyzing concrete cases in order to address the various theoretical topics 'on the ground'.</p>
<b>Soft skills</b>	<p><i>Making informed judgments and choices</i></p> <p>Making judgments</p> <ul style="list-style-type: none"> <li>• Ability to autonomously analyze facts and phenomena, data and information of a quantitative and qualitative nature relating to urban contexts</li> <li>• Ability to evaluate the reliability of data and information sources</li> <li>• Ability to analyze, describe and interpret the acquired knowledge critically, consciously and autonomously,</li> <li>• Ability to understand and interpret problems on a local and global scale</li> </ul> <p><i>Communicating knowledge and understanding</i></p> <p>At the end of the course the student should be able to:</p> <ul style="list-style-type: none"> <li>• use the specific language of the geographical discipline in an adequate and conscious way (also through the use of cartographic and IT tools necessary for evaluating the location choices of companies), demonstrating the ability to communicate information, ideas, problems, solutions, projects to specialist interlocutors and not specialists</li> <li>• interacting with colleagues on issues related to business choices</li> </ul>

	<p><i>Capacities to continue learning</i></p> <p>At the end of the course the student should be able to:</p> <ul style="list-style-type: none"> <li>• collect bibliographic sources and use cartographic and IT data and tools to carry out adequate and further in-depth studies by expanding one's knowledge and skills in the geographical area with specific reference to the analysis of company location choices</li> <li>• adapt the knowledge acquired to the changes taking place in reality</li> </ul>
<b>Syllabus</b>	
<b>Content knowledge</b>	Location factors; the location factors of the Industrial Revolution: resources, raw materials, markets, capital and labour; Fordism and Taylorism: new localization factors, new organization, spatial division of labour, decentralization, technological change, multinationals; New phenomena and empirical evidence from the 1970s: industry/service sector relationship; big business crisis; importance of small business, industrial districts; The territory as a development and localization factor: business-environment-innovation relationship, the product life cycle, the value chain, business and sustainability, CSR; Globalization and multinationalization; the post-Fordist system, Transnational Corporations, FDI, Dunning's eclectic theory, local/global relationship; The firm in the global economy: the regions of globalization, cities and agglomeration, agglomeration and urban sprawl
<b>Texts and readings</b>	R. GEMMITI, <i>Conoscere l'impresa. Una lettura in chiave geografica</i> , Edizioni Kappa, Roma, 2008, pp. 195
<b>Notes, additional materials</b>	Slides and in-depth material will be provided by the teacher
<b>Repository</b>	Teams platform with code: 2r9kqlr

<b>Assessment</b>	
<b>Assessment methods</b>	The assessment of learning will take place through an oral test (which can be accessed via online booking) relating to the teaching contents present in the reference texts and treated during the lessons; therefore, the interview presupposes a careful reading of the bibliographic material and of the material provided by the teacher (slides and insights). Possible intermediate evaluation tests are foreseen (reading and interpretation of scientific articles or documentaries, analysis of cases of Italian industrial districts) which, having a mainly practical-applicative nature, will allow to evaluate, in addition to the knowledge and understanding skills, also the knowledge and of applied understanding as well as soft skills
<b>Assessment criteria</b>	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> relevance level of articulation of the answers in relation to the themes, key concepts, theories, methods of the discipline; knowledge of the dynamics of organization and spatial distribution of economic activities knowledge and understanding of the evolution of business location factors; understanding and interpretation of the relationship between business and territory in the scenario of the globalized economy</li> <li>• <i>Applying knowledge and understanding</i> competence in the application of the theories and acquired knowledge</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Autonomy of judgment</i> autonomous analysis skills of the contemporary geographical world in general and of the space-company relationship in particular, of critique of acquired knowledge and methodologies</li> <li>• <i>Communicating knowledge and understanding</i> adequacy of the scientific language used</li> <li>• <i>Capacities to continue learning</i> faculty of research, collection and use of sources, data and tools to carry out in-depth studies in the geographical field demonstrating the ability to re-elaborate the acquired knowledge in a personal and critical way</li> </ul>
Final exam and grading criteria	The final mark is given out of thirty. The exam is considered passed when the grade is greater than or equal to 18
<b>Further information</b>	