

General Information	
Academic subject	Business Geography
Degree course	Three year degree in Economics and Business
Curriculum	
ECTS credits	6
Compulsory attendance	no
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Francesca Rinella	francesca.rinella@uniba.it	M-GGR/02

ECTS credits details	Area	SSD	CFU/ETCS
Basic teaching activities	Economic political geography	M-GGR/02	6

Class schedule	
Period	I semester
Year	III
Type of class	<ul style="list-style-type: none"> <li>- Frontal lessons</li> <li>- Analysis of case studies</li> <li>- Seminars</li> </ul>

Time management	
Hours	150
In-class study hours	42
Out-of-class study hours	108

Academi calendar	
Class begins	14 september
Class ends	18 december

Syllabus	
Prerequisites/requirements	Knowledge of the dynamics of spatial organization and distribution of economic activities

<p>Expected learning outcomes</p>	<p>Knowledge and understanding of the evolution of the company's location factors;  understanding and interpretation of the relationship between business and territory in the scenario of the globalized economy</p>
<p>Contents</p>	<p>Localization factors; the localization factors of the Industrial Revolution: resources, raw materials, markets, capital and labor; Fordism and Taylorism: new localization factors, new organization, spatial division of labor, decentralization, technological change, multinationals; New phenomena and empirical evidence of the seventies: industry / tertiary relationship; big business crisis; importance of the small business, the industrial districts; The territory as a factor of development and localization: business relationship environment innovation, the product life cycle, the value chain, business and sustainability, CSR; Globalization and multi nationalization; the post-Fordist system, the Transnational Corporations, IDE, Dunning's eclectic theory, local / global relationship; Business in the global economy: the regions of globalization, cities and agglomeration, agglomeration and urban sprawl.</p>
<p>Course program</p>	
<p>Bibliography</p>	<p>R. GEMMITI, Conoscere l'impresa. Una lettura in chiave geografica, Edizioni Kappa, Roma, 2008, pp. 195</p>

Notes	None
Teaching methods	The course will be divided into a series of lectures and seminars during which methodological questions will be discussed, conceptual insights carried out and case studies analyzed. Subsequently, ample space will be given to 'field research' and to the study of the relationship between business and territory, also through the organization of individual and group work.
Assessment methods	For attending students the assessment will take place on an ongoing basis through written tests (individual and group) and oral. For non-attending students: oral exam
Evaluation criteria	For attending students, the final grade will be based on the quality of the written paper, on participation in the planned group activity and on passing the oral exam For non-attending students, the final grade will be based on passing the oral exam
Further information	