



General information	
Academic subject	Economy and Business Management
Degree course	L-12 Languages and Cultures for Tourism and International Mediation (Lingue e Culture per il Turismo e la Mediazione internazionale)
Academic year	2022-2023
Academic course	III
European Credit Transfer and Accumulation System (ECTS)	6
Language	Italian
Academic calendar (starting and ending date)	Second Semester (27.02.2023 – 19.05.2023)
Attendance	Attendance is not compulsory but strongly recommended

Professor/Lecturer	
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Department and address	Dipartimento di Ricerca e Innovazione Umanistica (DIRIUM) Palazzo ex Lingue e Letterature straniere Via Garruba 6/B 70122 Bari (Italy)
Virtual headquarters	
Tutoring (time and day)	Tuesday (17.00-18.30), Friday (17.00-18.30)

Syllabus	
Learning objectives	The course is aimed at providing the basic elements of Economics and business management, business logistics, management of the innovation and new technologies, the business strategies adopted as well as the connection of businesses to the territory they belong to and the contribution they can make.
Course prerequisites	
Contents	Logistics, business models, technology, services, commercial distribution.
Books and bibliography	Scicutella, La gestione di impresa. Cacucci. Santamato, L'impresa di servizi nel cambiamento, Cacucci.
Additional materials	

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours	150	48	102
ECTS	6		
Teaching strategy			

Expected learning outcomes	
Knowledge and understanding on:	<ul style="list-style-type: none"> ○ Knowledge of the main business models ○ Knowledge of the operation of the company logistic chain ○ knowledge of service management ○ Knowledge of the main marketing variables
Applying knowledge and understanding on:	<ul style="list-style-type: none"> ○ Knowledge of the external environment and of the environmental forces relevant to the company ○ Knowledge of the main business strategies
Soft skills	<ul style="list-style-type: none"> ● <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> ○ Understanding the strategic choices of companies ○ Evaluate business strategies based on the competitive context ● <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> ○ The student will be able to communicate on the main problems related to business management with the ability to provide ideas and solutions. ● <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ Application of the strategic and operational choices of companies

Assessment and feedback	
Methods of assessment	Oral examination
Evaluation criteria	<ul style="list-style-type: none"> ● <i>Knowledge and understanding</i> on the main strategies, on business models, on the supply chain and on marketing ● <i>Applying knowledge and understanding</i> application of business strategies and business cases ● <i>Autonomy of judgment</i> On the choices of the company and on the orientation of the markets ● <i>Communicating knowledge and understanding</i> Concerning problems related to the functioning of businesses ● <i>Communication skills</i> related to the ability to understand and solve problems related to business management ● <i>Capacities to continue learning</i> market dynamics and business choices
Criteria for assessment and attribution of the final mark	The assessment of knowledge of all the variables considered affects the final exam grade.
Additional information	

