



**COURSE OF STUDY:** L-12 Languages and Cultures for Tourism and international Mediation (Lingue e Culture per il Turismo e la Mediazione internazionale)

**ACADEMIC YEAR:** 2023-2024

**ACADEMIC SUBJECT:** Economy and business management (Economia e gestione delle imprese)

General information	
Year of the course	III
Academic calendar (starting and ending date)	Second Semester (26-02-2024 - 15-05-2024)
Credits (CFU/ETCS):	6
SSD	SECS-P/08
Language	Italian
Mode of attendance	Attendance is not compulsory but strongly recommended

Professor/Lecturer	
Name and Surname	Francesco Girone
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Telephone	+393470122744
Department and address	Palazzo di Lingue e Letterature straniere. Via Michele Garruba, 6
Virtual room	Class Teams indicated by the teacher at the beginning of the course.
Office Hours	Tuesday (17.00-18.30), Friday (17.00-18.30)

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	48		102
CFU/ETCS			
6			

<b>Learning objectives</b>	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.
<b>Course prerequisites</b>	no prior knowledge is required

<b>Teaching strategie</b>	
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<b>Expected learning outcomes in terms of</b>	The course is aimed at providing the fundamental elements of Economics and business management. In particular, attention is paid to issues such as corporate logistics, management of organizational innovation and new technologies, corporate strategies adopted as well as the connection and relations of companies with their local area and the contribution they can make to its development.
<b>Knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>○ Knowledge of the main business models</li> <li>○ Knowledge of the operation of the company logistic chain</li> <li>○ knowledge of service management</li> <li>○ Knowledge of the main marketing variables</li> </ul>
<b>Applying knowledge and understanding on:</b>	<ul style="list-style-type: none"> <li>○ Knowledge of the external environment and of the environmental forces relevant to the company</li> <li>○ Knowledge of the main business strategies</li> </ul>
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choices</i> <ul style="list-style-type: none"> <li>○ Understanding the strategic choices of companies</li> <li>○ Evaluate business strategies based on the competitive context</li> </ul> </li> <li>• <i>Communicating knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ The student will be able to communicate on the main problems related to business management with the ability to provide ideas and solutions.</li> </ul> </li> <li>• <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ Application of the strategic and operational choices of companies</li> </ul> </li> </ul>
<b>Syllabus</b>	
<b>Content knowledge</b>	Logistics, business models, technology, services, commercial distribution.
<b>Texts and readings</b>	Scicutella, La gestione di impresa. Cacucci. Santamato, L'impresa di servizi nel cambiamento, Cacucci.
<b>Notes, additional materials</b>	
<b>Repository</b>	

<b>Assessment</b>	
Assessment methods	Oral examination
Assessment criteria	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> on the main strategies, on business models, on the supply chain and on marketing</li> <li>• <i>Applying knowledge and understanding</i> application of business strategies and business cases</li> <li>• <i>Autonomy of judgment</i> On the choices of the company and on the orientation of the markets</li> <li>• <i>Communicating knowledge and understanding</i> Concerning problems related to the functioning of businesses</li> <li>• <i>Communication skills</i> related to the ability to understand and solve problems related to business management</li> <li>• <i>Capacities to continue learning</i></li> <li>• market dynamics and business choices</li> </ul>
Final exam and grading criteria	The assessment of knowledge of all the variables considered affects the final exam grade
<b>Further information</b>	
	Check Professor Francesco Girone's page for office hours and any notices about/during the course at the following link: <a href="http://manageweb.ict.uniba.it/docenti/girone-francesco">http://manageweb.ict.uniba.it/docenti/girone-francesco</a> .

