

General Information	
Academic subject	Business Administration
Degree course	Master Degree in Sciences of public, social and corporate communication
Curriculum	-
ECTS credits	9
Compulsory attendance	No
Language	Italian

Subject teacher	Name Surname	E-mail address	SDS
	Michele Di Marcantonio	michele.dimarcantonio@uniba.it	SECS-P/07

ECTS credits details	Disciplinary sector	SDS	Credits
Basic teaching activities	Business Administration	SECS-P/07	9

Class schedule	
Period	II semester (March 2020 – May 2020)
Year	2019 – 2020
Type of class	Lecture-workshops

Time management	
Hours measured	60 min
In-class study hours	60
Out-of-class study hours	-

Academic calendar	
Class begins	As set by the Department Office
Class ends	As set by the Department Office

Syllabus	
Prerequisite requirements	
Expected learning outcomes (according to Dublin Descriptors)	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> Acquisition of the ability to analyze the general context where companies operate, in order to allow the understanding of the real operating problems of production and consumption units.</li> <li>• <i>Applying knowledge and understanding</i> Acquisition of the analytical and conceptual tools for interpreting and solving economic, managerial and organizational problems.</li> <li>• <i>Making informed judgements and choices</i> Acquisition of the economic knowledge and practical skills for analyzing the structure and functioning of companies.</li> <li>• <i>Communicating knowledge and understanding</i> Acquisition of the skills and tools for managing and communicating the information on the business system.</li> <li>• <i>Capacities to continue learning</i> Development of the necessary learning capacities for the practical application of the knowledge and skills acquired during the course.</li> </ul>
Contents	<p><i>Course objectives</i></p> <p>The objective of the course is to provide the students the knowledge and</p>

	<p>skills for investigating the economic issues regarding the structure and the functioning of companies.</p> <p><i>Course program</i></p> <ul style="list-style-type: none"> <li>• business administration, the goods, the needs and the economic activity;</li> <li>• the units of production and consumption;</li> <li>• the company and its environment;</li> <li>• the components of companies: people, assets and organization;</li> <li>• the three moments of the companies' economic administration: organization, management and recognition;</li> <li>• the business operations system;</li> <li>• the economic and financial balance;</li> <li>• the financial reports;</li> <li>• features functional areas: marketing, production and logistics, research and development;</li> <li>• the corporate marketing mix: product, price, distribution and promotion;</li> <li>• marketing: information system and communication decisions;</li> <li>• logistics: internal and external logistics;</li> <li>• integrative functional areas: corporate finance, organization and human resources management;</li> <li>• functional areas of planning, control and information: strategic planning, management control and administration;</li> <li>• the corporate governance;</li> <li>• models of organization;</li> <li>• the organizational variables.</li> </ul>
Course program	
Bibliography	<p>1) Brusa, L.. <i>Lezioni di economia aziendale</i>, second edition, Giappichelli, Torino, 2013, (chapters 18, 19 e 20 excluded);</p> <p>2) Lambin, J.-J.. <i>Market-Driven Management. Marketing strategico e operativo</i>, 7<sup>th</sup> edition, McGraw-Hill, 2016 (chapters 7 and 18).</p>
Notes	-
Teaching methods	Frontal lectures and exercises
Assessment methods	Written test
Further information	-