

Master Degree in Sciences of Public, Social and Corporate Communication

General information	
Academic subject	Business Administration
Degree course	Master Degree in Sciences of public, social and corporate communication
Academic Year	
European Credit Transfer and Accumulation System(ECTS)	9
Language	Italian
Academic calendar (starting and endingdate)	II semester (March 2023 – May 2023)
Attendance	Non-compulsory

Professor/ Lecturer	
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Department and address	Department of Business and Law Studies - Largo Abbazia Santa Scolastica n. 53, Bari (Italy)
Virtual headquarters	Microsoft Teams (channel code:1ua5qcp)
Tutoring (time and day)	Information provided online on the personal page of the University website

Syllabus	
Learning Objectives	The objective of the course is to provide the students the knowledge and skills for investigating the economic issues regarding the structure and the functioning of companies.
Course prerequisites	-
Contents	<ul style="list-style-type: none"> • business administration, the goods, the needs and the economic activity; • the units of production and consumption; • the company and its environment; • the components of companies: people, assets and organization; • the three moments of the companies' economic administration: organization, management and recognition; • the business operations system; • the economic and financial balance; • the financial reports; • features functional areas: marketing, production and logistics, research and development; • the corporate marketing mix: product, price, distribution and promotion; • marketing: information system and communication decisions; • logistics: internal and external logistics; • integrative functional areas: corporate finance, organization and human resources management; • functional areas of planning, control and information: strategic planning, management control and administration;

	<ul style="list-style-type: none"> the corporate governance; models of organization; the organizational variables.
Books and bibliography	1) Brusa, L.. <i>Lezioni di economia aziendale</i> , second edition, Giappichelli, Torino, 2013, (chapters 18, 19 e 20 excluded); 2) Lambin, J.-J.. <i>Market-Driven Management. Marketing strategico e operativo</i> , 7 th edition, McGraw-Hill, 2016 (chapters 7 and 18).
Additional materials	-

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
Hours			
180	60	0	120
ECTS			
9	9	0	-
Teaching strategy		Frontal lectures	
Expected learning outcomes			
Knowledge and understanding on:		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.	
Applying knowledge and understanding on:		Acquisition of the analytical and conceptual tools for interpreting and solving economic, managerial and organizational problems.	
Soft skills		<ul style="list-style-type: none"> <i>Making informed judgements and choices</i> Acquisition of the economic knowledge and practical skills for analyzing the structure and functioning of companies. <i>Communicating knowledge and understanding</i> Acquisition of the skills and tools for managing and communicating the information on the business system. <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. 	

Assessment and feedback	
Methods of assessment	<p>A written exam: open-ended theory questions. Interim tests are not foreseen.</p> <p>The assessment criteria on which marks are based are: knowledge of course content; ability to apply and critically elaborate what has been learned; ability to link the theoretical contents presented to practical applications; and ability to formulate and communicate independent judgments.</p> <p>The examination commission, at its discretion, may request a supplementary oral exam on the whole course syllabus if there are doubts regarding the contents of the written exam that may compromise the assessment. This possibility is communicated to students in conjunction with the presentation of the written exam results. Any student who refuses to take the oral exam relinquishes the mark they obtained in the written exam. The supplementary oral exam will take place without delay on the date set by the Commission.</p>
Evaluation criteria	<p>In assessing the individual tests and attributing the mark, reference will be made to a learning assessment scale. To pass, students must demonstrate sufficient, but general, knowledge of course contents and a simple presentation style. To achieve the top mark (and a distinction), students must demonstrate very extensive, complete and in-depth knowledge of course contents and an ability to make interdisciplinary connections using masterful presentation skills.</p>
Criteria for assessment and attribution of the final mark	<p>The final grade is given in thirtieths. The examination is considered passed when the grade is greater than or equal to 18.</p> <p>The valuation is made by scoring individual questions, as well as on the basis of an overall evaluation of the test.</p>
Additional information	
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