

COURSE OF STUDY Public, social and business communication sciences

ACADEMIC YEAR *First Academic Year*

ACADEMIC SUBJECT Business management

General information	
Year of the course	<i>Second Academic Year</i>
Academic calendar (starting and ending date)	<i>Second Semester (02/24- 05/24)</i>
Credits (CFU/ETCS):	6
SSD	<i>Business management</i>
Language	<i>Italian</i>
Mode of attendance	<i>Facultative</i>

Professor/ Lecturer	
Name and Surname	Raffaella Girone
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Telephone	
Department and address	<i>Palazzo Chiaia Napolitano, third floor, via Crisanzio 42, Bari</i>
Virtual room	<i>Teams code: vq45ktg</i>
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Tuesday. (by email appointment)

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
	<i>60</i>		
CFU/ETCS			
	<i>9</i>		

Learning Objectives	<ul style="list-style-type: none"> •Develop a broad understanding of business organisations and providing with subject-specific knowledge in areas such as markets, customers, finance, operations, communication, information technology and business policy and strategy
Course prerequisites	<i>There are no prerequisites.</i>

Teaching strategie	<i>Frontal teaching</i>
Expected learning outcomes in terms of	
Knowledge and understanding on:	- Dublin 1 descriptor: knowledge and understanding The course aims to deepen the knowledge on the main areas of business management.
Applying knowledge and understanding on:	- Dublin 2 Descriptor: Ability to apply knowledge and understanding Applied knowledge and understanding - Knowing how to identify business processes

	- Apply theories and models of business management to understand market dynamics, business strategies, customer behaviours.
Soft skills	<ul style="list-style-type: none"> - Dublin 3 descriptor: judgment and critical skills Judgment autonomy - Dublin 4 descriptor: ability to communicate what has been learned Communication skills - Dublin 5 descriptor: ability to continue learning autonomously throughout life Ability to learn
Syllabus	
Content knowledge	<i>Economic needs</i> <i>Companies & Classification</i> <i>Value System</i> <i>Income and assets</i> <i>Functional Areas</i> <i>Financial statements and Balance Sheet</i>
Texts and readings	Economia aziendale, Francesco Giunta, Cedam 2022 Lezioni di economia aziendale, Luigi Brusa, Giappichelli 2019.
Notes, additional materials	Additional materials will be given during the course.
Repository	

Assessment	
Assessment methods	<i>Written and oral</i>
Assessment criteria	<ul style="list-style-type: none"> • <i>The final grade, expressed out of thirty, will be proposed on the basis of the following criteria:</i> • <i>a) Ability to assimilate and personalize content</i> • <i>b) Argumentative and lexical competence</i> • <i>c) Ability to analyze and summarize the topics being studied</i>
Final exam and grading criteria	<i>The exam is valid when the grade is greater than 17/30, with a maximum of 30/30.</i> <ul style="list-style-type: none"> •
Further information	
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