

**COURSE OF STUDY**                    **SCIENCES AND MANAGEMENT OF MARITIME ACTIVITIES**  
**ACADEMIC YEAR**                    **2023-2024**  
**ACADEMIC SUBJECT**                **MANAGEMENT AND DIRECTION OF ORGANIZATIONS**

<b>General information</b>	
Year of the course	<i>Second Year</i>
Academic calendar (starting and ending date)	<i>First semester – 09<sup>th</sup> October 2023 . 27<sup>th</sup> Genuary 2024</i>
Credits (CFU/ETCS):	6 ETCS
SSD	<i>Business Economics and Management</i>
Language	<i>Italian</i>
Mode of attendance	<i>Attendance is optional but recommended</i>

<b>Professor/ Lecturer</b>	
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Virtual room	
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Office hours for students can be held in presence at the Mariscuola headquarters in San vito (Taranto) or on line through the Teams page of the “Gestione e direzione delle organizzazioni” course (Management and administration of Companies), agreeing in advance date and time with the teacher. During the course period, Office hours will be held in presence, at the end of each lesson, on Monday and Wednesday at 01:15 p.m.

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

<b>Learning Objectives</b>	The objective of the course is to analyze the most relevant issues and challenges of business management, as well as develop personal skills and attitudes to understand and effectively deal with the competition challenges in external environment. Students will understand, how strategic orientation is needed for consistent performance. The course will therefore deepen how each
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	managerial function (Organization, Marketing, Strategy, Logistics) contributes to the creation of value. Finally, evaluation methods that take into account the value of strategies are introduced and used. At the end of the course, the students will acquire the ability to integrate different aspects of a problem and apply both logic and judgment in the analysis of situations they will face.
<b>Course prerequisites</b>	Basic knowledge of Business Economics is required to access the course. Prerequisites: None
<b>Teaching strategies</b>	The course is organized in lectures on theoretical topics and exercises closely related to the lessons, during which problems are exposed to develop the student's ability to apply theory to real phenomena. In addition, laboratory activities are carried out with the method of "business cases" by which concrete problems of entrepreneurship and business management (strategic and operational) arise through the discussion of case histories and exercises in working groups.
<b>Expected learning outcomes in terms of</b>	
<b>DD1 - Knowledge and understanding on:</b>	<b>DD1: Knowledge and understanding on:</b> The teaching of <i>Gestione e Direzione delle Organizzazioni</i> (Management and administration of Companies) aims to introduce students to the topics of corporate governance and decision-making processes in support of business choices for competitiveness, in a perspective of harmonious relations with the external context. To this purpose, it addresses both theoretical issues and topics related to business applications;
<b>DD2 - Applying knowledge and understanding on:</b>	<b>DD2 : ability to apply knowledge and understanding</b> The student will own the fundamentals, learning a method of analysis and knowledge of the government processes and business management in the current economic context.
<b>DD3-5 Soft skills</b>	<b>DD3-5: critical and judgment skills.</b> <ul style="list-style-type: none"> <li>• <b>Autonomy of judgment</b> The course aims to the understanding, by the student, of current dynamics related to the enterprise's mode of operation. The student will thus acquire an integrated and overall vision of the company reality, suitable for the development of analytical and managerial skills, useful in business practice.</li> <li>• <b>Communication skills</b> At the end of the course, the student will have acquired the managerial vocabulary necessary to operate in managerial and entrepreneurial roles within companies or as business consultants.</li> </ul>

	<ul style="list-style-type: none"> <li>• Ability to learn independently</li> </ul> <p>At the end of the course, the student must have the necessary learning skills to strive for employment in the economic, strategic and operational management of the merchant firms and services, or to continue and deepen their studies in these areas, with a high degree of autonomy to assume managerial and entrepreneurial roles.</p>
<b>Syllabus</b>	
<b>Content knowledge</b>	<p>The enterprise system and the competitive environment          Business as a sustainable system          Distinctive resources and skills in the enterprise system          Strategic management          Strategic planning          The implementation of the strategy: organizational design and human capital management.          The development of services          The marketing of services          Process of the service provision          The transformation of supply          Outline of the client's role          The size of the time factor          The new management models: outsourcing, facility management and global service.</p>
<b>Texts and readings</b>	<p>Fontana F., Caroli M., "Economia e gestione delle imprese", Milan, McGraw-Hill, 2013, fourth edition. (Ch. 1,2,3,4,6,8)          V. R. Santamato, "L'impresa di servizi nel cambiamento", Franco Angeli, Milan, 2010 (Ch. 1,2,3,5,7.3,8,9)</p>
<b>Notes, additional materials</b>	<p>Students attending the Course will be also provided with supplementary readings and supplementary teaching materials useful for understanding the topics covered in class.</p>
<b>Repository</b>	<p>The teaching material will be made available to students attending the course, by email (before each lesson) to help them in understanding the topics that will be discussed during the lesson. The teaching material will also be available in the Teams class of the course or in the Sida platform of Mariscuola for three years after the end of the course and, for the same period, at the request of individual students.</p>
<b>Assessment</b>	
<b>Assessment methods</b>	<p>Evaluation testing consists of a written exam (closed-ended questions) whose purpose is to verify the acquired knowledge and technical terminology, the ability to analyze and make conceptual</p>

	<p>synthesis, the ability to connect different topics of the discipline and, in general, managerial branch of knowledge.</p> <p>The assessment of the student's knowledge, always individual, takes place in conditions that guarantee its deepening, objectivity and equity. The testing aims to assess, the student's knowledge, understanding skills and critical analysis of the topics this course deals with, the method used for the study of the subject, the competence in the specific language of the teaching, as well as the ability to understand the interconnections between the different teaching topics. There may be workshops and intermediate exercises that will be evaluated by the teacher and may influence the final evaluation.</p>
Assessment criteria	<ul style="list-style-type: none"> <li>• Knowledge and understanding: The student will be able to understand and illustrate the strategies, the main management techniques and the operation of a company using an appropriate technical language.</li> <li>• Applied knowledge and understanding skills:</li> <li>• The student will be able to: a) apply the basics to concrete contexts and specific cases; b) understand concrete problems related to the company management, also proposing possible solutions.</li> <li>• Making judgment: The aim of the course is to acquire and consolidate its own autonomy of judgment about the organization and management of a company.</li> <li>• Communication skills: The students must demonstrate that they know how to use the relevant terminology in the most appropriate way.</li> <li>• Ability to learn: At the end of the course, the student must have the necessary learning skills to aim for employment in the financial and banking fields, or to continue and deepen specialist studies, in such areas, with a high degree of autonomy.</li> </ul>
Final exam and grading criteria	The final evaluation is expressed in thirtieths. The exam is considered passed when the grade is greater than or equal to 18.
<b>Further information</b>	