

**COURSE OF STUDY:** Political, Economic and Administrative sciences – L-16

**ACADEMIC YEAR:** 2023-2024

**ACADEMIC SUBJECT:** BUSINESS ECONOMICS

General information	
Year of the course	III
Academic calendar (starting and ending date)	II SEMESTER 12 February- 17May
Credits (CFU/ETCS):	8
SSD	SECS-P/07
Language	ITALIAN
Mode of attendance	OPTIONAL

Professor/ Lecturer	
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Department and address	BARI
Virtual room	TEAMS
Office Hours (and modalities: e.g., by appointment, on line, etc.)	WEDNESDAY 11.30 A.M. – 13.30 P.M.

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
200	64	0	136
CFU/ETCS			
8			

<b>Learning Objectives</b>	<i>The course in Business Economics addresses the vast field of disciplines that deal with the aspects of management, organization and recognition of companies of various types. In particular, it aims to provide students with the basic knowledge and logical-analytical tools essential for developing the ability to understand corporate behavior in a unitary way.</i>
<b>Course prerequisites</b>	<i>The course does not have any particular pre-requisites.</i>

<b>Teaching strategies</b>	Oral
<b>Expected learning outcomes in terms of</b>	<i>At the end of the lessons, the student will have to be able to manage a company both conceptually and practically, starting from its creation to move on to its development, using the business economic principles acquired during the lesson course, in order to be able to guarantee the same continuous creation of value over time.</i>
<b>Knowledge and understanding on:</b>	<i>At the end of the course, the student will be able to manage a company, safeguarding the principle of economy and the economic, financial and patrimonial balance, in order to be able to continue autonomously over time.</i>

<b>Applying knowledge and understanding on:</b>	At the end of the course, the student will be able to create a business plan, to manage a company according to the most appropriate leadership style, to adapt his organizational structure to the current competitive scenario.
<b>Soft skills</b>	<i>Students will have gained the knowledge to evaluate the most appropriate successful strategy to use, in order to be able to create a direct foreign investment in a given territory and to be able to exploit the opportunities for subsidized finance useful for the development of the company. Furthermore, they will be able to carry out activities to understand a financial statement and its ratios, as well as develop an elementary analysis of the main balance sheet items and to recognize and eliminate company waste from a "lean production" perspective.</i>

<b>Syllabus</b>	
<b>Content knowledge</b>	<i>Business economics and economic-business disciplines in a historical-evolutionary perspective. The notion of company. First elements of analysis and classification of companies. Preliminary notions on company-environment relationships. The systemic approach in business studies. The characteristics of the corporate system. The structure of the company, the institutional set-up, the economic combinations and the technical set-up, the assets, the personal body and the organizational set-up. The economy of the firm: the conditions of equilibrium in the different classes of firms. Corporate decision-making processes: investment decisions and current management decisions. Strategic decisions and main business strategies. Business aggregates. The main types of cost. The organization: the design of organizational structures, the organizational structure and operating systems, the organizational approach by processes and the creation of value. The functional areas (marketing, production and logistics, research and development, organization, strategic planning, finance, administration and management control).</i>
<b>Texts and readings</b>	CASSANDRO P.E., Trattato di Ragioneria – L'economia delle aziende e il suo controllo, Cacucci, Bari, last edition. (Parte Prima: Capitolo I e Capitolo III fino al paragrafo 34, incluso). DI CAGNO N., ADAMO S., GIACCARI F., Lineamenti di Economia Aziendale, Cacucci, Bari, 2013. <i>EDUCATIONAL MATERIAL PROVIDED BY THE TEACHER.</i>
<b>Notes, additional materials</b>	None
<b>Repository</b>	Slides

<b>Assessment</b>	
<b>Assessment methods</b>	<i>Oral</i>
<b>Assessment criteria</b>	<i>Assessment is based on: Knowledge of the syllabus; accuracy in exposition; rigor in application of concepts; use of content acquired; critical processing skills. Knowledge and understanding.</i>
<b>Final exam and grading criteria</b>	<i>The criteria followed for evaluating learning outcomes expressed in thirtieths are:</i>  <i>Insufficient: 0-17</i> <i>Lacking, deficient and inadequate knowledge of the topics contained in the syllabus, candidates' use of non-economic vocabulary</i>  <i>Sufficient: 18-20</i> <i>Sufficient knowledge of topics contained in the syllabus and overall adequacy of economic vocabulary used by candidates</i>  <i>Fair: 21-23</i> <i>Fair knowledge of the topics contained in the syllabus, fair ability to argue and link between topics, through candidates' use of appropriate economic vocabulary</i>  <i>Good: 24-26</i> <i>Good knowledge of the topics contained in the syllabus, good in-depth argumentation and critical thinking skills, through candidates' use of appropriate economic vocabulary</i>

	<p><i>Distinguished: 27-28</i> More than good knowledge of all the topics contained in the syllabus, more than good ability to explore in depth, to link between different topics, to critique and master economic vocabulary by candidates</p> <p><i>Excellent: 29-30</i> Excellent knowledge of all the topics contained in the syllabus, very good ability of in-depth study, linking between different topics, as well as critique and mastery of economic vocabulary by candidates</p> <p><i>Excellent: 30L</i> Excellent knowledge of all topics contained in the syllabus, excellent ability of in-depth study, linking between different topics, as well as critique and mastery of economic vocabulary by candidates.</p>
<b>Further information</b>	No