

Instructor's name	Floriana Luisi
BA	- ECONOMICS AND MANAGEMENT (Magistrale EM)
Academic year	2014-2015
Term	First
Credits	8
Subject area	SECS- P/07

Course of Business Administration and Organization theory (a.a.2014-2015)
(Prof. Luisi Floriana)

Università degli Studi di Bari Aldo Moro
BA Economics and Management

Admission criteria

Aims of the course

The course deals especially with the economics, organization and business administration of firms; the basic concepts and theories of modern management are presented and discussed. The educational objectives of the course can be summarized as follows: develop a critical attitude regarding the objectives and the behaviour of people engaged in economic activity; provide students with the fundamental concepts required for the economic analysis of firms' processes, as well as the ability to use them in basic situations; give a systematic picture of the wide range of decisions faced by managers and of the underlying economic analyses.

Course outline

Economic activity and economic actors

- behavioural assumptions: ethics and bounded rationality;
- production and consumption of economic goods: basic processes;
- the complementary roles of families, firms, State and non-profit organizations;
- the stakeholders of families, firms, State and non-profit organizations.

The economic sustainability of institutions

- economic performance and financial strength in the long run;
- financial statements (income statement and balance sheet) as a tool for representing and analyzing the economic sustainability;
- economic sustainability and stakeholders' expectations.

Economic reasoning and business choices

- economies of scale and production capacity;
- economies of scope and diversification;
- transaction costs and vertical integration;

The economic environment: competition and cooperation

- markets and industries: the competitive environment;
- designing the product system: the business idea;
- sales, manufacturing and logistics processes;
- technology and innovation;
- competition and cooperation among firms: networks and alliances;

Institutional and organizational forms

- ownership structures and governance processes;
- organizational structure and mechanisms.

Reading material

- G. AIROLDI, G. BRUNETTI, V. CODA, *Corso di economia aziendale*, Bologna, il Mulino, 2005.
- I. DAGNINO, N. MISANI, D. MONTEMERLO, *Economia aziendale e gestione d'impresa: Casi ed esercizi*, Milano, Egea, 2013.

Assessment methods

- Written exam

Tutorials

- Available on the University e-learning platform

Teaching methods

- Lessons
- Project work