



## Università degli Studi della Basilicata

DIPARTIMENTO DI MATEMATICA, INFORMATICA ED ECONOMIA

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COURSE: BUSINESS MANAGEMENT

ACADEMIC YEAR: 2019-2020

TYPE OF EDUCATIONAL ACTIVITY: (Basic)

TEACHER: prof. Carla Rossi

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website: **docenti.unibas.it**

phone: 0971-205412

Language: Italian (Erasmus Students can study on English Textbooks if they prefer it)

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ECTS: 10

n. of hours: 70

Campus: Potenza  
Dept./School: Dimie  
Program: Economia Aziendale

Semester: II

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### EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

The course aims to foster the development of a clear ability to read and interpret the functioning of business. Students will be able to understand the internal dynamics and modes of interaction with the external environment of the enterprise, framed in a systemic perspective.

They will therefore analyze the main theories on the purpose of the enterprise - understood as a complex system, composed of individuals, skills, functions and processes - and its relations with the main categories of stakeholders. They will then be provided with the tools of analysis and formulation of corporate strategy, deepening the examination of models, methodologies and techniques for the management of individual functional activities: the function of manufacturing, procurement, marketing, logistics, finance function, the measurement and control of the performance, and so on. Methods and techniques appropriate to address the main problems in operational management will be presented.

The course therefore aims to:

- Provide students with the basic knowledge of the main conceptual management categories and the logic of business management, particularly with regard to industrial companies;
- Create the knowledge bases which are essential to analyze the dynamics of the competitive environment, as well as strategic and operational decisions of enterprises;
- Ensure an overview of the company and introduce the different functions of management (marketing, manufacturing, logistics, finance, etc.), with the aim of bringing out the interdependencies of business processes;
- Encourage the development of advanced critical thinking skills and reasoning on theoretical and practical issues discussed in class.

Exercises form an integral part of the curriculum, which can also be structured in the preparation and discussion in the classroom, on the part of students, of business cases, which will be made available in advance for attending students, and will be designed to deepen particular themes of the program (competitive strategies, SWOT analysis, etc.).

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### PRE-REQUIREMENTS

Student should have acquired basic knowledge of accounting, in particular relating to the financial statements structure.

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### SYLLABUS

The company and its role (3 hh)

The relationship between the company and the socio-economic environment (3 hh)

Entrepreneur, manager and stakeholder (2 hh)

Business functions and entrepreneur purposes (4 hh)

Strategic management orientation, competitive strategies; development strategies (12 hh)

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The "management cycle", and the organizational problems (3 hh)  
Programming and control (3 hh)  
Human resources and staff management (6 hh)  
The information system and knowledge management processes (3 hh)  
The Marketing function (6 hh)  
The production process and the plant (3 hh)  
The financial management (9 hh)  
The logistics process (1 h)  
Management techniques (12 hh)

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#### TEACHING METHODS

The course includes 70 hours of classroom lectures, exercises and case studies (individual and group project work). Exercises and project work will also be completed at home by the participants and then discussed in class.

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#### EVALUATION METHODS

Learning outcomes evaluation is made through written (and oral) examination.  
In the first instance, there is a written test that is structured in the following manner:

- 8 multiple choice questions, with three possible answers, but only a correct one (one point if the answer is correct; - 0.25 in case of error);
- 5-6 open or semi-open questions (from 2 to 3 points);
- 2 exercises on management techniques (from 3 to 5 points).

The different methods of assessment are intended to verify the acquisition by the student of:

- theoretical knowledge related to the discipline;
- the ability to master and use the technical and operational tools associated with it;
- adequate "communication skills" necessary to express properly, and with a vocabulary relevant to the discipline, the knowledge acquired.

The different sections of the test (multiple choice, open questions and exercises) are combined so that the total sum of the scores, if the answers are all correct, generate a higher rating to 30. The positive differential creates the conditions for the attribution of praise.

The final evaluation is the result of an average "weighted" between the written exam (weight: 85%) and voting of the oral exam (15%). Students can not pass the exam if the vote of the written test turns out to be quite inadequate. The time allocated for the test is 45-50 minutes.

To take part to the exam it is essential to book online using the Esse3 system and exhibit, in addition to the booklet, a valid identity document.

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#### TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

- S. Sciarelli, "La gestione dell'impresa", Decima edizione, Wolters Kluwer, 2017 (with the exception of chapter 18)
- D. Baglieri, G. Dagnino, R. Faraci, "Economia e Gestione delle Imprese. Capacità, Processi, Competitività", Isedi, 2013 (only the following chapters are to be studied: 3, 6, 7, 8 e 14).

Transparencies of the lectures are made available, only to attending students. Transparencies constitute only a reference for the study and are not intended to replace, in any way, the suggested textbooks.

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#### INTERACTION WITH STUDENTS

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## Università degli Studi della Basilicata

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The teacher receives students every Wednesday, from 12 a.m. to 14, in room 95 of the building 2DI of Macchia Romana Campus in Potenza.

The teacher regularly interacts with students by e-mail (carla.rossi@unibas.it) provided that students, in directing their messages, respect the basic rules of written communication and netiquette.

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### EXAMINATION SESSIONS (FORECAST)<sup>1</sup>

05/02/2020, 25/03/2020 (reserved to students enrolled in supplementary years), 13/05/2020, 01/07/2020, 15/07/2020, 23/09/2020, 18/11/2020

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SEMINARS BY EXTERNAL EXPERTS    YES     NO

Entrepreneurs and managers are invited in class to tell their case history, presenting their main marketing decisions. These activities have to be scheduled in the second half of June, when the classroom has reached a sufficient level of familiarity with the issues related the marketing management process.

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### FURTHER INFORMATION

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<sup>1</sup> Subject to possible changes: check the web site of the Teacher or the Department/School for updates.