
COURSE:

ACADEMIC YEAR: 2019-2020

TYPE OF EDUCATIONAL ACTIVITY: C

TEACHER: Dott. Mario Tani

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Language:

ECTS: 6**n. of hours: 48****Campus: Potenza****Dept./School: Dipartimento di Scienze****Program:****Semester:****I
(dal 01/10/2019 al
20/01/2020)**

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

The course aims to provide the student with the basic knowledge of the economy and of business management, to provide a contextualization of the same to pharmaceutical companies in order to allow him to understand the economic problems coming out in their reference environment. The course aims to offer the students the opportunity to learn the basic concepts of business management highlighting the role of the company within the society, and the different strategic options available to the company management and to its entrepreneurs. The course also allows the student to deal with the typical issues of the retail management both in terms of organization of spaces (layouts) and in terms of definition of the merchandising mix. Furthermore, the knowledge will be strengthened using seminars to help students meet private operators.

Furthermore, the student will have the opportunity to use their skills by learning how to apply the main managerial tools such as the logistics and warehouse management or the financial evaluation of future expenses.

The set of knowledge and their application requires the student to "read" the evolution of his environment in order to use these skills dynamically in defining the most appropriate strategies for managing an activity in the pharmaceutical sector.

Furthermore, through the combined use of theoretical and empirical parts, the student will have the opportunity to acquire a wealth of knowledge to allow him, if he considers it necessary, to have further insights.

PRE-REQUIREMENTS**None**

SYLLABUS

- 1) *Fundamentals of Business Economics (10 hours)*
- 2) *Entrepreneurial Behavior and Strategic Management (8 hours)*
- 3) *Managerial Functions (4 hours)*
- 4) *The Operations and the Marketing (16 hours)*
- 5) *Fundamentals of Finance (4 hours)*
- 6) *Cases, quizzes and exercitation (6 hours)*

TEACHING METHODS

The course has been designed to leverage the 48 hours in:

- *Lessons*
 - *Self-evaluations test*
 - *Case studies*
 - *Short video-clips*
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EVALUATION METHODS

The final test will be organized as follows:

- Written test (15 true or false questions – 4 open questions – 1 exercise)
- Optional oral colloquium on using the tool to analyze specific topics

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

- *Book: Sciarelli, S. (2017). La Gestione dell'impresa tra teoria e pratica aziendale. Wolters Kluwer*
- *Handouts produced by the teacher*

INTERACTION WITH STUDENTS

Students will have the opportunity to “enroll” in the course and they will be able to reach the teacher using the provided email and mobile number

EXAMINATION SESSIONS (FORECAST)¹

02/05/2020
03/25/2020
06/10/2020
07/22/2020
09/23/2020
10/20/2020
12/16/2020

SEMINARS BY EXTERNAL EXPERTS YES X NO

FURTHER INFORMATION

None

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