
COURSE: Business Economics and Management

ACADEMIC YEAR: 2016-2017

TYPE OF EDUCATIONAL ACTIVITY: (Basic, Characterizing, Affine, Free choice, Other): C

TEACHER: Giuseppe Festa

e-mail: gresta@unisa.it**website: <http://docenti.unisa.it/005526>**

phone: 089.963119**mobile (optional): 320.4229924**

Language: Italian

**ECTS: (lessons e
tutorials/practice)
6****N. of hours: (lessons e
tutorials/practice)
48****Campus: Potenza
Dept./School: Sciences
Program: Single cycle degree in
Pharmacy (LM-13)****Semester:
I
(from 4 October 2016
to 31 January 2017)**

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

The course aims to investigate concepts, theories, methodologies, techniques and tools necessary to understand, analyze and manage situations with an economic and particularly business nature, especially with regard to effectiveness, efficiency, and economicity of entrepreneurial and managerial choices. The matter will be studied in general terms, but with a continuous reference to the pharmaceutical context, in terms of production (industry), distribution (pharmacies) and research (laboratories). Therefore, students will be provided with:

- a) theoretical knowledge on business economics; and**
- b) practical professional skills (discussed also during seminars with professionals of the pharmaceutical sector).**

This combination will constitute the educational background available for the students at the end of the course.

PRE-REQUIREMENTS

None.

SYLLABUS

Enterprises and their economic and social role. Relationships among enterprises and their socio-economic environment. Main players in the life of the enterprise: the stakeholders theory. Business purposes: a theoretical synthesis. Management strategic orientation. How to compete: competitive strategies. How to grow: paths of business development. The management process and organizational problems. The management coordination through the programming process. The directional control system. Human resources management and leadership. The enterprise information system and the knowledge management processes. Basic functions and marketing. The production process and the facility management. Corporate finance: investment and financing. The logistic process and the supply chain. The process of product innovation. Administration problems: personnel management and accounting. Techniques for programming and controlling. Techniques for evaluating the enterprise efficiency.

TEACHING METHODS

Theoretical Lessons and Technical Seminars.

EVALUATION METHODS

Written examination and oral examination.

The written examination consists in a multiple choice test with 30 questions, to be answered in 30 minutes. The outcome of the written examination is the basis for the oral examination. In particular, the written examination is focused on the investigation of the student understanding level of the theoretical knowledge about business economics, while the oral examination is focused on the investigation of the student understanding level about practical professional skills.

The final result will be a synthesis of the written examination result and the oral examination result (30 points based mark).

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

Sciarelli, S. (2014). La gestione dell'impresa. Tra teoria e pratica aziendale, Cedam , Padua, Italy.

INTERACTION WITH STUDENTS

Weekly students reception : from 18:00 to 19:00 in the classroom.

In addition to weekly students reception, the teacher is available at all times for a contact with the students,

through his e-mail box (gfesta@unisa.it).

EXAMINATION SESSIONS (FORECAST)¹

14 February 2017, from 10:30

14 March 2017, from 10:30

16 May 2017, from 10:30

18 July 2017, from 10:30

19 September 2017, from 10:30

14 November 2017, from 10:30

SEMINARS BY EXTERNAL EXPERTS:

YES ☒ NO ☐

FURTHER INFORMATION

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