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**COURSE: Business Economics and Management**

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**ACADEMIC YEAR: 2018-2019**

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

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**TEACHER: Giuseppe Festa**

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e-mail: [gfesta@unisa.it](mailto:gfesta@unisa.it)

website:

<http://docenti.unibas.it/site/home/docente.html?m=009139>phone: **089.963119**mobile (optional): **320.4229924**

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Language: **Italian**

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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 **2 October 2018**  
to **16 January 2019**)

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**EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES**

The course aims at investigating 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 topic 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 management; 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.
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**PRE-REQUIREMENTS****None.**

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**SYLLABUS**

Enterprises and their economic and social role (4 hours). Relationships among enterprises and their socio-economic environment (2 hours). Main players in the life of the enterprise: the stakeholder theory (2 hours). Business purposes: a theoretical synthesis (2 hours). Management strategic orientation (2 hours). How to compete: competitive strategies (4 hours). How to grow: paths of business development (2 hours). The management process and organizational problems (2 hours). The management coordination through the programming process (2 hours). The directional control system (2 hours). Human resources management and leadership (2 hours). The enterprise information system and the knowledge management processes (2 hours). Basic functions and marketing (2 hours). The production process and the facility management (2 hours). Corporate finance: investment and financing (2 hours). The logistic process and the supply chain (2 hours). The process of product innovation (2 hours). Administration problems: personnel management and accounting (2 hours). Techniques for programming and controlling (2 hours). Techniques for evaluating the enterprise efficiency (2 hours). Technical Seminar on pharmaceutical marketing (2 hours). Technical Seminar on pharmacy management (2 hours).

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**TEACHING METHODS****Theoretical Lessons and Technical Seminars.**

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**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. Particularly, the written examination is focused on the investigation of the student understanding level of the theoretical knowledge about business economics and management, 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 (with a 30 points based mark).

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**TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL****Sciarelli, S. (2017). La gestione dell'impresa. Tra teoria e pratica aziendale, Cedam, Padua, Italy.**

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INTERACTION WITH STUDENTS

**Weekly students reception : from 17:00 to 19:00 in the classroom of the lesson.**

**In addition to weekly students reception and in addition to other reception to be held on the days of exams, the teacher is available at all times for a contact with the students, through his e-mail box (gfesta@unisa.it).**

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

**07 February 2019, from 10:30**

**28 March 2019, from 10:30**

**06 June 2019, from 10:30**

**11 July 2019, from 10:30**

**26 September 2019, from 10:30**

**30 October 2019, from 10:30**

**17 December 2019, from 10:30**

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SEMINARS BY EXTERNAL EXPERTS:

YES  NO

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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.