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UNIVERSITY OF NAPLES
"PARTHENOPE"

Department of Management and
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WHERE WE ARE

Department of
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STUDIES

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UNIVERSITY OF NAPLES
"PARTHENOPE"

GUIDANCE AND TUTORING

Department of
MANAGEMENT AND QUANTITATIVE
STUDIES

Bachelor Degree Course

Business Administration
(Class L-18)

www.uniparthenope.it

COURSE OVERVIEW

The Bachelor Degree in Business Administration aims at educating students in the fields of management, and accounting, and preparing them to work in the main functional areas of private and state-owned firms, both in the industrial and service domain. The peculiarities of this bachelor refers to:

- a) a strong emphasis on management, and on domains connected to the main companies' functions, such as marketing, organization, operations and logistics;
- b) the integration of the educational activities concerning diverse disciplines, such as business economics, economics, law and mathematics/statistics.;
- c) the possibility to get a Double Degree in cooperation with one of the following Universities: Université de Bordeaux, TU Chemnitz, UBT.

The curriculum has been designed to help graduates build up a professional profile suitable to perform different in-company functions - such as business organisation, finance, programming and control, administrative and fiscal services - as well as to develop specific skills, also gained through elective modules and traineeships.

CAREER PROSPECTS

Modules are designed to facilitate graduates to build a professional profile suited to the business functional areas - organisation, marketing, production, finance, planning and control, administrative and fiscal services - as well as develop specific competences in the professional advisory activity, auditing and the organisation of financial services, or in the sector of shipping and logistic intermediaries. The degree course covers the subject areas required by the National Register of Accountants to practice one of the professions listed in section B, after a period of apprenticeship and the Public Qualifying Examination.

Upon completion of the first-level degree in Business Economics, graduates will be able to operate in all kinds of companies and markets; able to make their decisions on issues concerning several corporate functional areas; able to understand and use the typical tools for the company management; able to use the models of quantitative and qualitative evaluation of decision-making problems; able to apply the most appropriate managerial techniques for the solution of such problems; able to represent and formalize through their business communication skills the management problems, the relevant solutions and the subsequent qualitative and quantitative effects; able to use the tools for electronic data processing in order to support the formalization of decision problems, the evaluation of any alternatives, the implementation of the decisions made.

SYLLABUS

The course lasts three years: the first one focuses on the main knowledge bases of the degree, and consequently on: political economics, mathematics, law, business administration and accounting. The second year aims at developing the knowledge in the basic and transversal domains of statistics, economic policy, and business laws, and to cultivate students' knowledge in the domain of business management and finance. The third year focuses more on functions, with courses connected to marketing, organization, operations and logistics, and inter-firms cooperation. During this year, students can follow a traineeship, and prepare their final works, which they defend in front of a commission. In addition the curriculum offers students the possibility to improve their linguistic and IT skills. This bachelor is strongly international oriented, and tries to form graduates in a wider European perspective, by offering the opportunity to get a double degree with three different universities: The University of Bordeaux in France, the Technische Universitaet Chemnitz in Germany, and the University of Business and Technology of Pristina, in Kosovo.

SYLLABUS

1st year	ECTS
Business Administration	9
Private Law	9
Institutions of Public Law	9
Microeconomics	9
Applied Mathematical Methods	9
Accounting	9
IT skills	3
2nd year	
Business Management	9
Commercial Law	9
Economics and Management of Financial Intermediaries	9
Firms financing	6
Business Statistics	9
Economic Policy	9
Elective module	6
Foreign language skills (English/French/Spanish/German)	9
3rd year	
Marketing	9
Operations and Logistics Organization	9
Inter-firms networks	6
Quality management and agri-food businesses	9
Elective module	6
Elective module	6
Internship and alternative activities	3
Final Examination	3

For further information, please visit our website:
www.management.uniparthenope.it, and
email to: cds.management@uniparthenope.it