



COURSE DESCRIPTION BUSINESS ADMINISTRATION

SSD: ECONOMIA AZIENDALE (SECS-P/07)

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT (DB5)
ACADEMIC YEAR 2025/2026

COURSE DESCRIPTION

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GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE: NOT APPLICABLE
MODULE: NOT APPLICABLE
TEACHING LANGUAGE: ITALIANO
CHANNEL:
YEAR OF THE DEGREE PROGRAMME: I
PERIOD IN WHICH THE COURSE IS DELIVERED: SEMESTER I
CFU: 8

REQUIRED PRELIMINARY COURSES

none

PREREQUISITES

none

LEARNING GOALS

The course aims to provide students with fundamental knowledge of business administration, with a focus on companies operating in the hospitality and tourism sector. Specifically, it seeks to:

- Introduce the core concepts related to the firm as an economic and social system.
- Analyze the distinctive features of hospitality enterprises.
- Understand organizational structures, decision-making processes, and key business management tools.
- Provide basic knowledge of accounting and financial statements, with applications in the context of hospitality management.

EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

Knowledge and understanding

By the end of the course, students will be able to:

1. Knowledge and Understanding

- Understand the nature and functioning of the firm as a system.
- Distinguish the main types of firms and their economic and organizational features within the hospitality sector.

2. Applying Knowledge and Understanding

- Apply business analysis tools to real-world hospitality management contexts.
- Understand and interpret key accounting documents (balance sheet, income statement).

3. Making Judgments

- Critically evaluate managerial and organizational decisions in hotel and tourism businesses.
- Understand the main trade-offs between efficiency, service quality, and financial sustainability.

4. Communication Skills

- Use appropriate business language to describe organizational and managerial processes.
- Present a structured basic business analysis.

5. Learning Skills

- Develop independent learning skills to deepen business topics, including in English and from an international perspective.

Applying knowledge and understanding

By the end of the course, students will be able to:

1. Knowledge and Understanding

- Understand the nature and functioning of the firm as a system.
- Distinguish the main types of firms and their economic and organizational features within the hospitality sector.

2. Applying Knowledge and Understanding

- Apply business analysis tools to real-world hospitality management contexts.
- Understand and interpret key accounting documents (balance sheet, income statement).

3. Making Judgments

- Critically evaluate managerial and organizational decisions in hotel and tourism businesses.
- Understand the main trade-offs between efficiency, service quality, and financial sustainability.

4. Communication Skills

- Use appropriate business language to describe organizational and managerial processes.
- Present a structured basic business analysis.

5. Learning Skills

- Develop independent learning skills to deepen business topics, including in English and from an international perspective.

COURSE CONTENT/SYLLABUS

Fundamentals of Business Administration
Organizational Structure and Business Functions
Business Management
Accounting and Financial Statements

READINGS/BIBLIOGRAPHY

provided by teacher

TEACHING METHODS OF THE COURSE (OR MODULE)

oral exam

EXAMINATION/EVALUATION CRITERIA

a) Exam type

- Written
- Oral
- Project discussion
- Other

In case of a written exam, questions refer to

- Multiple choice answers
- Open answers
- Numerical exercises

b) Evaluation pattern

from 18 to 30