

**Course Title:**

Business management models (BMM) and sustainable BMM

**Course aims (max 500 characters spaces included):**

This course is directed to provide specialist knowledge of business management models (BMM) and sustainability in the field of the fishery industry, involving a deep overview of sectorial firms and their characteristics in the economic and business perspectives. Thus, main focuses are on the business models' principles and competitiveness, accounting tools, advent of smart technologies, sustainability and value creation for stakeholders and impact of pandemic disaster SARS-COV-2.

**Intended learning outcomes:**

- Learning outcome 1

Providing specialist knowledge in the field of fishery industry assuming the economic-business perspectives

- Learning outcome 2

Decision making, team work and problem solving about sectorial issues

- Learning outcome 3

Knowledge about sustainable business models to compete in turbulent environment

## Course contents

	Hours
<b>Title Subject 1</b>	3
The trade and market analysis to govern fishery firms	
<b>Title Subject 2</b>	4
Smart Technologies on fishery firms: impact, competitiveness and value creation	
<p>Description: Information and new monitoring technologies are potential revolutionary elements for fisheries management and can help to achieve "green" growth in the sector. The application of new technologies has enabled companies to collect more data and information on fish stocks, better monitor, apply and evaluate the environmental impacts of fishing activities and improve the effectiveness of policies to manage fisheries in a sustainable and competitive way. To this end, there are many recent technological developments. Such technologies can be collaborative, involving more than one group of stakeholders along the value chain, or non-collaborative, set up by governments to monitor the fisheries sector. The lesson will focus on some of these technologies used in marine fisheries management, both current and emerging, in order to better understand how policies can influence their development, use and the achievement of competitive advantage by companies in this sector.</p>	
<b>Title Subject 3</b>	6
Accounting tools: Balance sheets, indexes, management control systems, performance measurement models	
<b>Title Subject 4</b>	3
Traditional and Innovative management models of fishery firms	
<b>Title Subject 5</b>	4
The principles of sustainability and its impact in the fishery industry's BMM	

<p><b>Title Subject 6</b></p> <p>The emerging sustainable BMM</p>	<p>2</p>
<p><b>Title Subject 7 - Moscarini</b></p> <p>NewBusinessModelsandGoingConcernToolsduringandafterSARS-COV2(economic)</p>	<p>2</p>

**Course material:**

We're going to use

- i) ppt presentations
- ii) other materials (eg. case study, reports, links, video, exercises, scientific articles)

**Teaching method:**

- i) Lectures f2f
- ii) Practical exercises
- iii) Video
- iv) Group assignment (problem solving + simulation case/exercise) connected to some previous subjects

**Assessment method and criteria:**

The assessment method is based on

- 1) the test method (weight 40%)
- 2) project work development (weight 60%)

**Notes and prerequisites:**

None

## Course Structure

<p style="text-align: center;"><b>On-line phase (15/20h)</b></p> <p>(modules/topics you would like to address in the on-line phase on the training)</p>	<p style="text-align: center;"><b>Face to face phase (24h)</b></p> <p>(modules/topics you would like to address in the face to face phase on the training)</p>
<p><b>1) The trade and market analysis to govern fishery firms</b> - Focus on Italy, Spain and Portugal</p>	<p><b>1) Lavoro di gruppo su analisi di mercato- scenario</b></p>
<p><b>2) Smart Technologies on fishery firms: impact, competitiveness and value creation</b></p>	<p><b>Esercitazioni e lavori di gruppo</b></p>
<p><b>3) Accounting tools: Balance sheets, indexes, management control systems, performance measurement models</b></p>	<p><b>Esercitazioni e lavori di gruppo</b></p>
<p><b>4) New Business Models and Going Concern Tools during and after SARS-COV2 (economic)</b></p>	<p><b>Case study</b></p>



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