

# Syllabus

## *Descrizione corso*

<b>Titolo insegnamento</b>	Introduzione al management
<b>Codice insegnamento</b>	30160
<b>Titolo aggiuntivo</b>	
<b>Settore Scientifico-Disciplinare</b>	SECS-P/08
<b>Lingua</b>	Inglese
<b>Corso di Studio</b>	Corso di laurea in Management del Turismo, dello Sport e degli Eventi
<b>Altri Corsi di Studio (mutuati)</b>	
<b>Docenti</b>	prof. Claudia Cozzio, Claudia.Cozzio@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/42530">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/42530</a> dott. Lingling Huang, Lingling.Huang@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/44868">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/44868</a>
<b>Assistente</b>	
<b>Semestre</b>	Primo semestre
<b>Anno/i di corso</b>	1
<b>CFU</b>	6
<b>Ore didattica frontale</b>	36 (lecturer to be defined)
<b>Ore di laboratorio</b>	18
<b>Ore di studio individuale</b>	-
<b>Ore di ricevimento previste</b>	18
<b>Sintesi contenuti</b>	This course offers a foundational understanding of management principles as they apply to the fields of sport, events, and tourism. It explores how organizations operate in experience-based industries that are shaped by consumer behavior, public-private partnerships, and global trends. Emphasis is placed on the

	<p>distinctive features of managing people, resources, and services in contexts where intangible value, stakeholder diversity, and sustainability are central. Topics covered include: Basic functions of management (planning, organizing, leading, and controlling). Organizational structures in sport, event, and tourism enterprises. Service quality and customer experience. Stakeholder management. Leadership and team dynamics. Strategic and operational planning. Introduction to sustainability and innovation in experience sectors.</p>
<b>Argomenti dell'insegnamento</b>	<p>The course covers the following main topics:</p> <ul style="list-style-type: none"> <li>- What is management and who is a manager</li> <li>- The history of managerial thought</li> <li>- Planning in management</li> <li>- Organizational structures and human resources management</li> <li>- Understanding leadership</li> <li>- Controlling work and organizational processes</li> </ul>
<b>Parole chiave</b>	managerial functions, planning, organizing, leading, controlling
<b>Prerequisiti</b>	not foreseen
<b>Insegnamenti propedeutici</b>	
<b>Modalità di insegnamento</b>	Frontal lectures, discussions of case studies, exercises
<b>Obbligo di frequenza</b>	-
<b>Obiettivi formativi specifici e risultati di apprendimento attesi</b>	
<b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b>	
<b>Modalità di esame</b>	<p>For attending students:</p> <p>Project and group presentation: 30% of the final grade  Final written exam: 70% of the final grade</p> <p>The final written exam consists of some multiple choice questions aimed at evaluating general understanding of managerial theories and concepts, and open questions evaluating capacity to express independent judgment with respect to a managerial situation.</p> <p>Duration exam: 90 minutes</p> <p>For non-attending students:</p> <p>Final written exam: 100% of the final grade –written exam</p>

	<p>consisting of some multiple choice questions aimed at evaluating general understanding of managerial theories and concepts; some open questions and essay style questions evaluating capacity to express independent judgement with respect to a managerial situation.</p> <p>Duration exam: 120 minutes</p>
<b>Criteri di valutazione</b>	<p>The assessment of group presentation is based on the ability to apply theoretical knowledge, ability to work in a team, creativity, critical thinking, problem solving.</p> <p>The assessment of written exam is based on the relevance with respect to the question and clarity in exposition, ability to base own opinion on acquired knowledge and critical thinking, ability to structure response into concise and clear way.</p> <p>NOTE: Project work is valid for the academic year only in which the work has been taken place and cannot be carried over beyond that time-frame.</p>
<b>Bibliografia obbligatoria</b>	<p>Robbins , S.P., Coulter, M.A., and De Cenzo, D.A. (2020) Fundamentals of Management, 11th Edition</p>
<b>Bibliografia facoltativa</b>	<p>Daft, R. (2016) Management, 12th edition</p>
<b>Altre informazioni</b>	
<b>Obiettivi di Sviluppo Sostenibile (SDGs)</b>	<p>Istruzione di qualità</p>