

# Syllabus

## *Course Description*

<b>Course Title</b>	Managing Family Businesses in Tourism
<b>Course Code</b>	31014
<b>Course Title Additional</b>	
<b>Scientific-Disciplinary Sector</b>	ECON-07/A
<b>Language</b>	Italian
<b>Degree Course</b>	Master in Tourism Management
<b>Other Degree Courses (Loaned)</b>	
<b>Lecturers</b>	Prof. Paola Rovelli, Paola.Rovelli@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/38337">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/38337</a>
<b>Teaching Assistant</b>	
<b>Semester</b>	Second semester
<b>Course Year/s</b>	2
<b>CP</b>	6
<b>Teaching Hours</b>	36 Online
<b>Lab Hours</b>	6 Online
<b>Individual Study Hours</b>	-
<b>Planned Office Hours</b>	18 Online
<b>Contents Summary</b>	<ul style="list-style-type: none"><li>• The course explores the diversity, conceptual models, and unique characteristics of family firms in tourism.</li><li>• Key topics include leadership succession, innovation, technology management, and governance within family businesses in tourism.</li><li>• Special focus is given to the strategic use of history, storytelling, and the process of professionalization in family firms in tourism.</li><li>• Through the analysis of real-world case studies, the course examines generational transitions, female leadership, and the use of trusts for business continuity, providing practical insights into</li></ul>

	the challenges faced by family enterprises in tourism.
<b>Course Topics</b>	<p>The course is divided into 5 modules:</p> <ul style="list-style-type: none"> <li>- TM1. Introduction to family business</li> <li>Course Topics</li> <li>- TM2. Dynamics of family business</li> <li>- TM3. Governance in family business</li> <li>- TM4. Management in family business</li> <li>- TM5. Succession in family business</li> </ul>
<b>Keywords</b>	Family business; Family firm; Governance; Management; Succession.
<b>Recommended Prerequisites</b>	Not foreseen.
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	Frontal lectures, group discussions, case study analysis.
<b>Mandatory Attendance</b>	-
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>INTENDED LEARNING OUTCOMES (ILO)</p> <p>ILO 1: KNOWLEDGE AND UNDERSTANDING</p> <p>ILO 1.1 Of models and tools for the management of a) tourism enterprises; b) associations, consortia, non-profit organisations for the management and promotion of the tourism system and related activities</p> <p>ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING</p> <p>ILO 2.1 The student will be able to propose answers to business problems through an interdisciplinary and interpretative vision, adding value to what is a simple transposition of models studied in theory.</p>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	<ul style="list-style-type: none"> <li>- Individual written exam: it consists of open and closed questions based on the theory.</li> <li>- In-class active participation: during the theoretical lectures, students are invited to participate in group activities (e.g., discussions, role play, brief case study analyses).</li> <li>- Group case study analysis: students participate in the Ulysses Contest (<a href="https://www.ulyses-contest.eu/">https://www.ulyses-contest.eu/</a>); during dedicated lectures, groups of students analyze a family business case study</li> </ul>

	<p>based on assigned questions and by applying the theoretical concepts previously illustrated during the theoretical lectures. Non-attending students have to write to the lecturer at the beginning of the course. These students are evaluated based on an individual written exam. The written exam consists of open and closed questions, as in the case of attending students, but goes deeper in testing non-attending students' knowledge.</p>
<b>Evaluation Criteria</b>	<p>Attending students</p> <ul style="list-style-type: none"> <li>- 60% Individual written exam</li> </ul> <p>It is relevant: quality and clarity of answers based on the knowledge provided during lectures, ability to summarize, evaluate, and establish relationships between topics, and ability to critically analyze family business management.</p> <ul style="list-style-type: none"> <li>- 40% Group case study analysis</li> </ul> <p>It is relevant: quality and clarity of answers, ability to apply theoretical concepts to analyze case studies, participation in group work, and quality and clarity of presentations.</p> <ul style="list-style-type: none"> <li>- 0-3 extra points In-class active participation</li> </ul> <p>It is relevant: participation in in-class discussions, proactiveness during discussions, and quality and clarity of answers.</p> <p>Non-attending students</p> <ul style="list-style-type: none"> <li>- 100% Individual written exam</li> </ul>
<b>Required Readings</b>	Readings will be provided in the lecture slides and on the TEAMS page of the course.
<b>Supplementary Readings</b>	Supplementary readings will eventually be recommended to the students on the TEAMS page of the course.
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	Quality education