Syllabus

Course Description

Course Title	Introduction to Management
Course Code	30160
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Claudia Cozzio, Claudia.Cozzio@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/42530 Dott. Lingling Huang, Lingling.Huang@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/44868
Teaching Assistant	
Semester	First semester
Course Year/s	1
CP	6
Teaching Hours	36
Lab Hours	18
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	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 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.
Course Topics	The course covers the following main topics: - What is management and who is a manager - Strategic planning in management - Organizational design and structures - Human resources management - Understanding motivation and leadership - Controlling work and organizational processes
Keywords	managerial functions, planning, organizing, leading, controlling
Recommended Prerequisites	not foreseen
Propaedeutic Courses	
Teaching Format	Frontal lectures, discussions of case studies, exercises
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of theories of business management ILO 1.2 of business organisation in different contexts ILO 1.3 of human resource organisation and management ILO 1.4 of the interaction between different management functions ILO 1.5 Business strategies and basic business models ILO 1.6 The main strategic planning tools and their appropriate and context-dependent application ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Various aspects of management theories to the service sector ILO 2.2 Analysis of internal and external business problems and proposal of possible solutions ILO 2.3 Review of the management of the organisation as individual functions and as a whole ILO 2.4 Management principles for businesses of different sizes

	and in different contexts ILO 2.5 Basic concepts useful for attending courses in economics, business administration and management ILO 3 - Making judgements ILO 3.1 Identify the most important variables to be used in decision-making in complex situations ILO 3.2 Report analytically and critically on information, empirical values and data in order to make appropriate business decisions ILO 3.3 Select the most appropriate quantitative and qualitative analysis tools to support decision-making ILO 3.4 Find solutions by using logical conclusions and combining information and analytical tools ILO 4 - Communication skills ILO 4.1 Achievement of this objective is assessed by means of written examinations, group work, homework assignments, presentation of case studies and projects, and the final thesis ILO 5 - Learning skills ILO 5.1 The ability to find up-to-date information in order to keep pace with changes in the service sector in general and in the field of tourism, sports and event management in particular ILO 5.2 The ability to analyse, critically evaluate and integrate data, information and experience ILO 5.3 The ability to develop possible solutions to problems in economic and operational areas relating to those work contexts that represent potential career prospects for graduates
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	For attending students: Project and group presentation: 30% of the final grade (ILO1; ILO2.1, 2.2, 2.3, 2.4, 2.5; ILO3.1, 3.2, 3.4; ILO4) Final written exam: 70% of the final grade (ILO1; ILO2.1, 2.3, 2.4, 2.5; ILO3.2, 3.3; ILO5) 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. Duration exam: 90 minutes For non-attending students: Final written exam: 100% of the final grade – written exam 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. (ILO1; ILO2.1, 2.2, 2.3, 2.4, 2.5; ILO3.1, 3.2, 3.3, 3.4; ILO4; ILO5) Duration exam: 120 minutes
Evaluation Criteria	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. 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. 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.
Required Readings	Robbins , S.P., Coulter, M.A., and De Cenzo, D.A. (2020) Fundamentals of Management, 11th Edition
Supplementary Readings	Daft, R. (2016) Management, 12th edition
Further Information	
Sustainable Development Goals (SDGs)	Quality education