

# 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	<p>Prof. Claudia Cozzio,  <a href="mailto:Claudia.Cozzio@unibz.it">Claudia.Cozzio@unibz.it</a>  <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></p> <p>Dott. Lingling Huang,  <a href="mailto:Lingling.Huang@unibz.it">Lingling.Huang@unibz.it</a>  <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></p>
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	<p>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</p>

	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.
<b>Course Topics</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>- Strategic planning in management</li> <li>- Organizational design and structures</li> <li>- Human resources management</li> <li>- Understanding motivation and leadership</li> <li>- Controlling work and organizational processes</li> </ul>
<b>Keywords</b>	managerial functions, planning, organizing, leading, controlling
<b>Recommended Prerequisites</b>	not foreseen
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	Frontal lectures, discussions of case studies, exercises
<b>Mandatory Attendance</b>	-
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>ILO (Intended Learning Outcomes)</p> <p>ILO 1 - Knowledge and understanding</p> <p>ILO 1.1 of theories of business management</p> <p>ILO 1.2 of business organisation in different contexts</p> <p>ILO 1.3 of human resource organisation and management</p> <p>ILO 1.4 of the interaction between different management functions</p> <p>ILO 1.5 Business strategies and basic business models</p> <p>ILO 1.6 The main strategic planning tools and their appropriate and context-dependent application</p> <p>ILO 2 - Ability to apply knowledge and understanding</p> <p>ILO 2.1 Various aspects of management theories to the service sector</p> <p>ILO 2.2 Analysis of internal and external business problems and proposal of possible solutions</p> <p>ILO 2.3 Review of the management of the organisation as individual functions and as a whole</p> <p>ILO 2.4 Management principles for businesses of different sizes</p>

	<p>and in different contexts</p> <p>ILO 2.5 Basic concepts useful for attending courses in economics, business administration and management</p> <p>ILO 3 - Making judgements</p> <p>ILO 3.1 Identify the most important variables to be used in decision-making in complex situations</p> <p>ILO 3.2 Report analytically and critically on information, empirical values and data in order to make appropriate business decisions</p> <p>ILO 3.3 Select the most appropriate quantitative and qualitative analysis tools to support decision-making</p> <p>ILO 3.4 Find solutions by using logical conclusions and combining information and analytical tools</p> <p>ILO 4 - Communication skills</p> <p>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</p> <p>ILO 5 - Learning skills</p> <p>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</p> <p>ILO 5.2 The ability to analyse, critically evaluate and integrate data, information and experience</p> <p>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</p>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	<p>For attending students:</p> <p>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)</p> <p>Final written exam: 70% of the final grade (ILO1; ILO2.1, 2.3, 2.4, 2.5; ILO3.2, 3.3; ILO5)</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</p>

	<p>independent judgment with respect to a managerial situation. Duration exam: 90 minutes</p> <p>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</p>
<b>Evaluation Criteria</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>Required Readings</b>	<p>Robbins , S.P., Coulter, M.A., and De Cenzo, D.A. (2020) Fundamentals of Management, 11th Edition</p>
<b>Supplementary Readings</b>	<p>Daft, R. (2016) Management, 12th edition</p>
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	<p>Quality education</p>