

# Syllabus

## *Descrizione corso*

<b>Titolo insegnamento</b>	Introduzione al management
<b>Codice insegnamento</b>	30160
<b>Titolo aggiuntivo</b>	
<b>Settore Scientifico-Disciplinare</b>	ECON-07/A
<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
<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

	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.
<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>- 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>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>	<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</p>

	<p>individual functions and as a whole</p> <p>ILO 2.4 Management principles for businesses of different sizes 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>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 (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</p>

	<p>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 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)</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>