Syllabus

Course Description

Course Title	Business Organization
Course Code	40478
Course Title Additional	
Scientific-Disciplinary Sector	ECON-08/A
Language	German
Degree Course	Bachelor in Food and Enogastronomy Sciences
Other Degree Courses (Loaned)	Loaned from L-18 Economics and Management - Course code 27355
Lecturers	Prof. Marjaana Gunkel, Marjaana.Gunkel@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/35342
Teaching Assistant	
Semester	Second semester
Course Year/s	2nd
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course is divided into two main parts: Part 1 focuses on organisation, while Part 2 covers human resource management. In both sections, the basic theories of each area are explored and practical examples are given to illustrate these concepts. In addition, the course features a guest lecture that bridges the gap between theory and practice and provides real-life insights into the topics covered.
Course Topics	Organisations and their environment, organisational design, organisational change, personnel work in an organisational context, personnel planning, recruitment and selection, personnel

	development, motivation, talent management
Keywords	Organisations, organisational design, personnel work, motivation, talent management
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lectures, exercises, case studies, presentations
Mandatory Attendance	Not mandatory but recommended
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 Knowledge and understanding ILO 1.1 Knowledge of tools for static, dynamic and comparative analysis of data on individuals, companies and the economy ILO 2 Ability to apply knowledge and understanding ILO 3 Making judgements ILO 3.1 recognise the most important problems in complex decision-making situations ILO 3.2 critically analyse the facts and the situations to be dealt with
Specific Educational Objectives and Learning Outcomes (additional info.)	The course is assigned to the basic educational activities of the student's choice and is part of the Department of Business Administration. The course provides a general overview of the topics of organisation and human resources. The first part of the course deals with organisational topics, the second part deals with human resources. Practical relevance to both topics is established. Exercises, case studies and presentations support learning.
Assessment	The examination time available is the same for attending and non-attending students. Attending students: Written exam (multiple choice and short answer questions) (ILOs 1.1-3.2) and case study work with group presentation (ILOs 1.1-3.2)

	Non-attending students: Written exam (multiple choice and short answer questions and essay questions) (ILOs 1.1-3.2)
Evaluation Criteria	70%: Written paper (multiple choice and possibly short answer questions) 30%: Work on case studies and presentations during the course. For students who do not actively participate in the course, the final grade consists of an exam.
Required Readings	Jones, G. R. & Bouncken, R. B. (2008), Organisation -Theorie, Design und Wandel, Munich: Pearson. Bartscher, T. & Nissen, R. (2024), Personalmanagement - Grundlagen, Handlungsfelder, Praxis, Munich: Pearson.
Supplementary Readings	Picot, A. et al (2020), Organisation. Theorie und Praxis aus ökonomischer Sicht, Stuttgart: Schäffer-Poeschel. Wolff, B. & Lazear, E. P. (2001), Einführung in die Personalökonomik, Stuttgart: Schäffer-Poeschel. Böhmer, N., Schinnenburg, H., & Steinert, C. (2012), Case Studies in Human Resource Management - Making Decisions, Developing Concepts, Building Strategies, Munich: Pearson.
Further Information	
Sustainable Development Goals (SDGs)	Decent work and economic growth, Gender equality