Syllabus

Course Description

Course Title	Business organization in enogastronomy
Course Code	40411
Course Title Additional	
Scientific-Disciplinary Sector	ECON-08/A
Language	German
Degree Course	Bachelor in Enogastronomy in Mountain Areas
Other Degree Courses (Loaned)	Loaned course - Human resources and organization (cod. 27355 - Bachelor in Economics and Management - Faculty of Economics)
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	90
Planned Office Hours	18
Contents Summary	Organizations and their environment, Organizational Design, Organizational change, Human resource management in an organization, Personnel planning, Recruiting and selection, Training and development, Motivation, Talent Management, International Human Resource Management.
Course Topics	Organizations and their environment, Organizational Design, Organizational change, Human resource management in an organization, Personnel planning, Recruiting and selection, Training and development, Motivation, Talent Management.
Keywords	Organizations, Organizational Design, Human Resource

	Management, Training, Talent Management
Recommended Prerequisites	
Propaedeutic Courses	Nessuno
Teaching Format	Lectures, exercises, case studies, and group presentations
Mandatory Attendance	No
Specific Educational Objectives and Learning Outcomes	Knowledge and understanding: • the students of the course will learn theoretical and practical knowledge relevant to the analysis and understanding of the main models of work organization applied to companies in various business contexts; • the students learn the theories and models of management of the human resources. Applying knowledge and understanding: • the students of the course will learn conceptual and theoretical tools useful for solving problems of organization and management. Making judgments: • the students of the course create the ability to identify key variables in assessing and making judgments about the management of organizations. Communication skills: • the students of the course will acquire competencies to understand and explain organizational and management issues during class room presentations. Learning skills: • the course will help the participants to obtain a better ability to understand the functioning of organizations; • after the course the students are able to critically assess the design of organizations and the management of their human resources.
Specific Educational Objectives and Learning Outcomes (additional info.)	The course refers to the basic/typical/complementary educational activities chosen by the student and belongs to the scientific area of Business Administration. The course provides a general overview of the topics of Organization and Human Resource Management. The first part of the course will focus on the topics of Organization, the second part on the topics of Human Resource Management. Both topics are related to the praxis. Exercises, case studies, and student

	presentations enhance the learning of the topics.
Assessment	The time slot of the exam is the same for attending and non attending students Attending students: Written examination (multiple choice and questions with short answers) and case study work with oral presentations Non attending students: Written examination (multiple choice and questions with short answers and/or essay questions)
Evaluation Criteria	70%: Written examination (multiple choice and questions with short answers). 30%: case study work as well as oral presentations during class room sessions. For students who do not attend the course, the grade is based on the final exam.
Required Readings	Jones, G. R. & Bouncken, R. B. (2008), Organisation –Theorie, Design und Wandel, München: Pearson. Bartscher, T. & Nissen, R. (2024), Personalmanagement – Grundlagen, Handlungsfelder, Praxis, München: 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), Fallstudien in Personalmanagement – Entscheidungen treffen, Konzepte entwickeln, Strategien aufbauen, München: Pearson.
Further Information	
Sustainable Development Goals (SDGs)	Decent work and economic growth, Gender equality