

# Syllabus

## *Course Description*

Course Title	Principles of Management and Marketing
Course Code	27363
Course Title Additional	
Scientific-Disciplinary Sector	
Language	English; German
Degree Course	Bachelor in Economics and Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Paola Rovelli, Paola.Rovelli@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/38337">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/38337</a>
Teaching Assistant	
Semester	All semesters
Course Year/s	1
CP	12
Teaching Hours	36+36
Lab Hours	6+18
Individual Study Hours	-
Planned Office Hours	
Contents Summary	<p>The course M1 Management deals with the theoretical concepts and practical tools that are key to a successful firm's management. Particularly, the course provides an overview of:</p> <ul style="list-style-type: none"> <li>The concept of management and the role of managers</li> <li>The fundamentals of a firm's organization</li> <li>The fundamentals of a firm's decision-making</li> </ul> <p>To enhance comprehension, students participate in polls during theoretical lectures, while exercise sessions are offered to facilitate the practical application of theoretical concepts.</p>

	<p>M2 MARKETING This course teaches students the basic theories, concepts and instruments of modern marketing. The focus is on market analysis, consumer behaviour</p> <p>consumer behaviour and insights into the development and implementation of marketing</p> <p>marketing strategies. The</p> <p>students also learn about practice-orientated approaches to designing the marketing mix. This creates a</p> <p>understanding of the role and functioning of marketing in and for marketing in and for companies</p>
Course Topics	<p>M1 Management</p> <p>This module provides students with an overview of the theoretical concepts and practical tools that are key to a successful firm's management. The course initially offers an introduction to the concept of management and the role of a manager. It then covers the fundamentals of two major aspects of a firm's management: organization and decision-making. For each topic, essential concepts, theories, and methods are presented with the help of practical examples and exercises.</p> <p>M2 Marketing</p> <p>This module offers students a comprehensive introduction to the basic theories, central concepts and essential tools of modern marketing. The aim is to create a sound basis for understanding how marketing generates value for both customers and companies in our rapidly changing environment. Particular attention is paid to the strategic role of marketing within organisations and its influence on company performance.</p> <p>A central focus is initially on market analysis. Students learn how to systematically analyse market structures, competitive dynamics and trends. Various methods and analytical approaches for evaluating the internal and external environment are covered.</p> <p>Another important subject area is the understanding of consumer behaviour. Students gain insights into the psychological, social and cultural factors that influence the purchasing behaviour of individuals and groups. In this context, the decision-making processes, customer needs and the customer journey are examined in more detail.</p> <p>The course also provides insights into the development and implementation of marketing strategies. Students learn how</p>

	<p>companies identify target markets and develop customised value propositions. Possible topics include brand management, competitive strategies and the development of long-term customer relationships.</p> <p>In addition, practical and application-orientated approaches to designing and managing the marketing mix (4Ps: product, price, place, promotion) are taught. Case studies and practical examples are used to show how companies can develop and successfully implement holistic marketing strategies.</p>
<b>Keywords</b>	Management; Organisation; Decision-making; Marketing; Market analysis; Consumer behaviour; Marketing strategy.
<b>Recommended Prerequisites</b>	Not planned
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	<p>M1 Management Frontal lectures, exercises.</p> <p>M2 Marketing Lectures, case studies, guest lectures.</p>
<b>Mandatory Attendance</b>	Attendance is not compulsory, but recommended
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>Knowledge and understanding</p> <p>Knowledge of business and organisational models</p> <p>Knowledge of management and target agreements, plans and organisational functions</p> <p>Knowledge of methods of corporate decision-making and strategic management</p> <p>Knowledge of decision-making concepts and models for the introduction of new products, pricing, sales channels and (digital) means of communication</p> <p>Understanding of social responsibility, consumer protection, sustainable marketing</p> <p>Knowledge of concepts, models and tools for critically analysing business and corporate strategies</p> <p>Understanding of various management theories and organisational behaviour and their significance in the context of different businesses and different business-economic contexts</p> <p>In-depth knowledge in the areas of international marketing, management of multinational companies, analysis of consumer behaviour or management of operational and technical functions</p>

	<p>In-depth knowledge and understanding of management control</p> <p>Knowledge of the underlying mechanisms for effective communication of theoretical and empirical business topics in three languages: Italian, German and English</p> <p>Ability to apply knowledge and understanding</p> <p>be able to recognise and analyse the development of corporate structures and the evolution of organisational forms</p> <p>be able to correctly apply management principles and theoretical models as well as empirical analysis tools to complex problems in typical management situations in the appropriate context</p> <p>be able to apply appropriate concepts, models, tools and techniques to analyse markets, market strategies, programmes and activities in teamwork and communicate research results in accordance with international professional standards in three languages: Italian, German and English</p> <p>be able to formulate strategies and identify critical steps in the implementation of a competitive strategy</p> <p>be able to apply appropriate analytical tools and models to evaluate the strategic choices and strategies adopted by companies</p> <p>be able to apply the specific tools of auditing in different contexts of business reality</p> <p>be able to communicate the results of strategic analyses prepared according to international professional standards in three languages: Italian, German and English</p> <p>Making judgements</p> <p>recognise the most important problems in complex decision-making situations</p> <p>critically analyse the facts and the situations to be dealt with</p> <p>select the most appropriate quantitative and qualitative methods of analysis</p> <p>Learning skills</p> <p>Obtain information to update the constantly changing general and specific reference context</p> <p>critically analyse and integrate data, information and future experiences, also using advanced software</p>
Specific Educational	

<b>Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	To pass the course, it is necessary to receive a positive assessment in both modules (M1 and M2). In the overall assessment, each module is weighted with 50% towards the final grade. It is possible to pass the two modules in different exam sessions within the same academic year.
<b>Evaluation Criteria</b>	<p><b>M1 Management</b></p> <p>The assessment of the written exam is based on the quality and clarity of answers based on the knowledge provided during lectures, the ability to summarize, evaluate, and establish relationships between topics, and the ability to critically analyze a firm's management.</p> <p><b>M2 Marketing</b></p> <p>The assessment of the written exam is based on the quality and clarity of the answers based on the knowledge taught in the lectures, the ability to summarise, evaluate and make connections between topics, and the ability to critically analyse a company's marketing activities.</p>
<b>Required Readings</b>	Readings will be provided on the lecture slides and on the TEAMS page of the course.
<b>Supplementary Readings</b>	Supplementary reading will be recommended in due course on the TEAMS page of the course.
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	Quality education

## *Course Module*

<b>Course Constituent Title</b>	M-1 Management
<b>Course Code</b>	27363A
<b>Scientific-Disciplinary Sector</b>	SECS-P/08
<b>Language</b>	English
<b>Lecturers</b>	Prof. Paola Rovelli, Paola.Rovelli@unibz.it

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<b>Teaching Assistant</b>	
<b>Semester</b>	First semester
<b>CP</b>	6
<b>Responsible Lecturer</b>	
<b>Teaching Hours</b>	36
<b>Lab Hours</b>	6
<b>Individual Study Hours</b>	-
<b>Planned Office Hours</b>	
<b>Contents Summary</b>	<p>The course M1 Management deals with the theoretical concepts and practical tools that are key to a successful firm's management. Particularly, the course provides an overview of:</p> <ul style="list-style-type: none"> <li>The concept of management and the role of managers</li> <li>The fundamentals of a firm's organization</li> <li>The fundamentals of a firm's decision-making</li> </ul> <p>To enhance comprehension, students participate in polls during theoretical lectures, while exercise sessions are offered to facilitate the practical application of theoretical concepts.</p>
<b>Course Topics</b>	<p>The course M1 Management provides students with an overview of the theoretical concepts and practical tools that are key to a successful firm's management. The course initially offers an introduction to the concept of management and the role of a manager. It then covers the fundamentals of two major aspects of a firm's management: organization and decision-making. For each topic, essential concepts, theories, and methods are presented with the help of practical examples and exercises.</p>
<b>Teaching Format</b>	Frontal lectures, exercises.
<b>Required Readings</b>	Readings will be provided on the lecture slides and on the TEAMS page of the course.
<b>Supplementary Readings</b>	Supplementary readings will eventually be recommended on the TEAMS page of the course.

## *Course Module*

<b>Course Constituent Title</b>	M-2 Marketing
<b>Course Code</b>	27363B
<b>Scientific-Disciplinary Sector</b>	SECS-P/08
<b>Language</b>	German
<b>Lecturers</b>	Prof. Dr. Christian Vincenzo Baccarella, Christian.Baccarella@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/52516">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/52516</a>
<b>Teaching Assistant</b>	
<b>Semester</b>	Second semester
<b>CP</b>	6
<b>Responsible Lecturer</b>	
<b>Teaching Hours</b>	36
<b>Lab Hours</b>	18
<b>Individual Study Hours</b>	-
<b>Planned Office Hours</b>	
<b>Contents Summary</b>	<p>M2 Marketing</p> <p>The course provides students with fundamental theories, concepts, and tools of modern marketing. It focuses on market analysis, consumer behavior, and insights into the development and implementation of marketing strategies. In addition, students get to know practical approaches to designing the marketing mix.</p> <p>The course fosters a solid understanding of the role and functions of marketing within and for companies.</p>
<b>Course Topics</b>	<p>The course provides students with a comprehensive introduction to the fundamental theories, core concepts, and essential tools of modern marketing. The course is designed to build a solid foundation for understanding how marketing creates value for both customers and businesses in our rapidly changing environments. Importantly, the course puts an emphasis on the strategic role of marketing within organizations and its impact on performance.</p>

	<p>A central focus of the course is on market analysis, where students learn how to systematically assess market structures, competitive dynamics, and trends. This includes exploring various methods and frameworks of analyzing the internal and external environment.</p> <p>Another key area is understanding consumer behavior. Students gain insights into the psychological, social, and cultural factors that influence how individuals and groups make purchasing decisions. In this context, we cover decision-making processes, customer needs, and the customer journey.</p> <p>The course also provides insights into the development and implementation of marketing strategies, helping students understand how companies identify target markets and design value propositions to serve them effectively. Topics may include brand management, competitive strategy, and long-term customer relationship building.</p> <p>In addition, students are introduced to practical and hands-on approaches to designing and managing the 4Ps of the marketing mix: product, price, place, and promotion. Through case studies and real-world examples, we explore how companies build and manage a holistic marketing strategy.</p>
<b>Teaching Format</b>	Frontal lectures, case studies, guest lectures
<b>Required Readings</b>	Readings will be provided on the lecture slides and on the TEAMS page of the course.
<b>Supplementary Readings</b>	Supplementary readings will be recommended and eventually provided on the TEAMS page of the course.