

## Syllabus

### Course description

<b>Course title</b>	Introduction to Management
<b>Course code</b>	30106
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Tourism, Sport and Event Management
<b>Semester and academic year</b>	1st Semester – 2017_2018
<b>Year</b>	1st year
<b>Credits</b>	8
<b>Modular</b>	No

<b>Total lecturing hours</b>	48
<b>Total lab hours</b>	0
<b>Total exercise hours</b>	24
<b>Attendance</b>	suggested, but not required
<b>Prerequisites</b>	not foreseen
<b>Course page</b>	<a href="https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/">https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/</a>

<b>Specific educational objectives</b>	<p>The course refers to the typical educational activities and belongs to the scientific area of Business Administration.</p> <p>The main objective of the course is to provide a general overview of scientific content in the area of general management. The course is divided in two parts. The first part focuses on the scientific notions related with general management covering the main functions of management such as planning, organizing and controlling, and specific topics like managerial decision-making and quality management. The second part of the course introduces concepts and techniques related to operations management with special attention to service organizations.</p> <p>In the end of the course students should be able to understand different approaches to management and reflect on their own management style. Students should also understand principles of operations management and be able to apply them empirically.</p>
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<b>Lecturer</b>	<p>Dr. Oksana Tokarchuk, Tel: 0471 013020 , Mail: <a href="mailto:Oksana.tokarchuk@unibz.it">Oksana.tokarchuk@unibz.it</a>, Campus Bruneck-Brunico, 1<sup>st</sup> Floor – Professors Room 1.09;  <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/30163-oksana-tokarchuk">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/30163-oksana-tokarchuk</a></p>
<b>Scientific sector of the lecturer</b>	SECS-P/08

<b>Teaching language</b>	English
<b>Office hours</b>	<a href="https://www.unibz.it/en/timetable/?department=26&amp;degree=12826">https://www.unibz.it/en/timetable/?department=26&amp;degree=12826</a>
<b>Lecturing assistant</b>	Dr. Oksana Tokarchuk, Tel: 0471 013020, Mail: <a href="mailto:Oksana.tokarchuk@unibz.it">Oksana.tokarchuk@unibz.it</a> , Campus Bruneck-Brunico, 1 <sup>st</sup> Floor – Professors Room 1.09 <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/30163-oksana-tokarchuk">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/30163-oksana-tokarchuk</a>
<b>Teaching assistant</b>	-
<b>Office hours</b>	-
<b>List of topics covered</b>	<p>The course covers the following main topics:</p> <p>Part I Principles of management</p> <ol style="list-style-type: none"> <li>1. What is management and who is a manager</li> <li>2. The history of managerial thought</li> <li>3. Planning in management</li> <li>4. Organizational structures and human resources management</li> <li>5. Control in management</li> <li>6. Decision making in management</li> </ol> <p>Part II Introduction to Operations management</p> <ol style="list-style-type: none"> <li>7. Analyzing processes</li> <li>8. Developing process strategy</li> <li>9. Quality management</li> <li>10. Capacity planning</li> <li>11. Planning operations</li> </ol>
<b>Teaching format</b>	Frontal lectures, experiential exercises, discussions of case studies, exercises

<b>Learning outcomes</b>	<p><b><u>Knowledge and understanding</u></b></p> <ul style="list-style-type: none"> <li>• Knowledge and understanding of enterprises' management theories</li> <li>• Knowledge and understanding organizational behavior in different settings</li> <li>• Knowledge and understanding organization and management of human resources</li> </ul> <p><b><u>Applying knowledge and understanding</u></b></p> <ul style="list-style-type: none"> <li>• Ability to apply diverse aspects of managerial theory to the service sector</li> <li>• Ability to analyze internal and external managerial problems offering possible solutions</li> <li>• Ability to manage human resources in different organizational settings</li> </ul> <p><b><u>Making judgments</u></b> in order to choose and apply management theories with respect to the current situation of the firm</p>
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	<p><b>Communication skills</b> in the ability to discuss situations relevant for management in a precise and coherent way</p> <p><b>Learning skills</b> through acquisition of basic notions of general management and instruments and models of managerial decision-making</p>
<b>Assessment</b>	<p>Written exam consists of some true-false questions in order to evaluate understanding of basic notions covered in the course; some exercises evaluating understanding of managerial theories; some open questions evaluating capacity to express independent judgment with respect to a managerial situation</p> <p>During the course students can choose to conduct a group project related to the analysis of service operation. Written project report should be submitted within the end of the course and substitutes part of the written exam.</p>
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<p>Written project report counts for 25% of final grade, written final exam counts for 75% of the final grade. For students who choose not to conduct a project written final exam counts for 100% of the final grade.</p> <p>The assessment of the project report is based on the clarity of problem definition, relevance of collected data with respect to the defined problem, quality of problem analysis, quality of provided solutions for the problem</p> <p>The assessment of written exam bases on the clarity of answers and relevance with respect to the question, ability to base own opinion on acquired knowledge and critical thinking, ability to structure response into concise and clear way.</p>
<b>Required readings</b>	<p>Daft, R. (2016) Management, 12th edition</p> <p>Heizer, J., and Render, B. (2014) Operations Management, 11th edition</p>
<b>Supplementary readings</b>	<p>Daft, R., and Marcic, D. (2013) Building management skills. An Action-First Approach, 1<sup>st</sup> edition</p> <p>Schermerhorn, R.J. (2012). Exploring Management, 3rd Edition. John Wiley and Sons.</p> <p>Krajewski, L.J., Ritzman, L.P. and Malhotra, M.K. (2013) Operations Management, 10/E</p> <p>Boddy, D. (2008). Management. An Introduction. 4th Edition.</p> <p>Bazerman M.H. Moore D. A. (2009) Judgment in managerial decision making, 7th edition</p> <p>Chase, R. B., Jacobs, R.F., Grando, A. and Sianesi, A. (2011) Operations management nella produzione e nei servizi, 3 edizione</p>