

Syllabus

Course description

Course title	Entrepreneurship M1_M2 (modular)
Course code	30113
Scientific sector	SECS-P/08 – SECS-P/10
Degree	Tourism, Sport and Event Management
Semester and academic year	1st and 2nd Semester 2018_2019
Year	2nd year
Credits	12
Modular	Yes

Total lecturing hours	72
Total lab hours	-
Total exercise hours	-
Attendance	suggested, but not required
Prerequisites	not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2018

Specific educational objectives	<p>The modular course M1: Strategic Management, refers to the complementary educational activities.</p> <p>The modular course M2: Leadership, refers to the typical educational activities and belongs to the scientific area of Business Administration.</p> <p>The modular course M1: Strategic Management: This course provides a state-of-the art approach to fundamental concepts with strategic management. In this course, we take a managerial perspective and examine how companies today deal with the strategic, the organizational, the cultural and the decision-making processes to create and capture value from global operations.</p> <p>The modular course M2: Leadership: The course provides a general overview of topics of organizational behavior and leadership. The course will provide the students with theoretical knowledge on contemporary theories of leadership, which are applied in case study work to real-life situations providing a praxis relation to the learned topics. After the completion of the course, the students will be able to better understand behavior within organizations.</p>
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Module 1	Entrepreneurship M1: Strategic Management
Lecturer	Dr. Jacob Barr, Mail: JacobCharles.Barr@unibz.it , Campus Bruneck-Brunico, 1 st Floor, Professors Room https://www.unibz.it/en/faculties/economics-management/academic-staff/person/39984-jacob-charles-barr
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?searchByKeywords=Entrepreneurship&department=26&degree=13009%2C13134&studyPlan=16026%2C16519
Lecturing assistant	-
Teaching assistant	-
Office hours	18
List of topics covered	Understanding strategy and strategic management Business and revenue models Analysis and positioning Resource-led strategy Strategy development Strategic planning Strategic growth issues Failure, consolidation and recovery strategies Strategy implementation and strategic management Case studies in strategic management
Teaching format	Frontal lectures, case exercises, team presentations
Module 2	Entrepreneurship M2: Leadership
Lecturer	Prof. Marjaana Gunkel, Mail: Marjaana.Gunkel@unibz.it , Campus Bruneck-Brunico, 1 st Floor, Professors Room https://www.unibz.it/en/faculties/economics-management/academic-staff/person/35342-marjaana-gunkel
Scientific sector of the lecturer	SECS-P/10
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=12826&studyPlan=15305
Lecturing assistant	-
Teaching assistant	-
Office hours	18
List of topics covered	<ul style="list-style-type: none"> • Basics of Organizational Behavior • Attitudes and Job Satisfaction • Emotions and Moods • Personality and Values • Individual Decision Making • Motivation • Group Behavior • Work Team

	<ul style="list-style-type: none"> • Communication • Leadership • Conflict and Negotiations • Organizational Structure • Organizational Culture
Teaching format	Frontal lectures, case study work in teams, team presentations

Learning outcomes	<p><u>Knowledge and understanding</u></p> <p><u>M1 – Strategic Management:</u></p> <ul style="list-style-type: none"> • Knowledge and understanding of decision making in management • Knowledge and understanding of enterprises' strategies and basic business models • Knowledge and understanding of diverse industry structures, firm conduct and performance and their relevance for industries as well as individual companies • Knowledge of principal strategic planning tools and their appropriate, context dependent use <p><u>M2 – Leadership:</u></p> <ul style="list-style-type: none"> • Knowledge and understanding of leadership theory and methods • Knowledge and understanding of human resource management practices and their relevance in different structural/competitive settings • Knowledge and understanding of industries, customers, and competitors in an entrepreneurial and new venture setting • Knowledge and understanding industry analysis and venture opportunity assessment <p><u>Applying knowledge and understanding</u></p> <p><u>M1 – Strategic Management:</u></p> <ul style="list-style-type: none"> • Ability to apply managerial principles to enterprises of different dimensions and in different settings • Ability to conduct industry analyses, competitor analyses and business environment analyses in different industries • Ability to provide support for strategic and operational decision making by using basic planning tools and scenarios • Ability to evaluate strategic situations and competence to apply models and tools relevant for decision making under risk and uncertainty <p><u>M2 – Leadership:</u></p> <ul style="list-style-type: none"> • Ability to basically develop and lead human resources • Ability to create a winning soft skill proposal for new ventures
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- Ability to identify potential talent in the market place
- Ability to analyse diverse human resource management and team building approaches, as well as diverse structural configurations of the firm

Making judgments

M1 – Strategic Management:

- Ability to analyze business unit, corporate and functional strategies
- Ability to evaluate effectiveness of strategic planning
- Ability to evaluate effectiveness of strategic action

M2 – Leadership:

- Ability to assess differentiate leadership practises and their effectiveness in an organization
- Ability to judge the performance of individuals in an organization
- Ability to predict and understand individuals' behaviour in organization and judge the consequences of the behaviour

Communication skills

M1 – Strategic Management:

- Ability to communicate business unit, corporate and functional strategies
- Ability to communicate effectiveness of strategic planning
- Ability to communicate effectiveness of strategic action

M2 – Leadership:

- Ability to understand how to efficiently communicate within organizations
- Ability to discuss topics of organizational behaviour and leadership in an academic manner
- Ability to present topics of organizational behaviour and leadership

Learning skills

M1 – Strategic Management:

- Ability to acquire knowledge about business unit, corporate and functional strategies
- Ability to learn about effectiveness of strategic planning
- Ability to assess effectiveness of strategic action

M2 – Leadership:

	<ul style="list-style-type: none"> • Ability to autonomously extend the knowledge acquired during the course by searching and reading supporting scientific literature • Ability to apply leaned theoretical material to praxis related case studies • Ability to participate in problem based learning such as case study work • Ability to learn to think in alternatives and consider the consequences of each alternative
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Assessment	<p>A) Attending students:</p> <p><u>M1 – Strategic Management:</u></p> <ul style="list-style-type: none"> - Final written exam: 60% based on lecture contents - Project and group presentation: 40% <p><u>M2 – Leadership:</u></p> <ul style="list-style-type: none"> - Written and oral: written exam to test theoretical knowledge at the end of the course and oral group-presentations of case study work during the semester to test the application skills of the theoretical knowledge <p>B) Non attending students:</p> <p><u>M1 – Strategic Management:</u></p> <ul style="list-style-type: none"> - Final written exam: 100% based on lecture materials <p><u>M2 – Leadership:</u></p> <ul style="list-style-type: none"> - Written exam based on the text book and the lecture notes provided by the instructor.
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>The final mark of the module is an average of the parts M1 and M2; however, both parts must be passed.</p> <p><u>M1 – Strategic Management:</u></p> <p>The final mark is a combination of the grade of the written exam (60%) and project report (40%).</p> <ul style="list-style-type: none"> • relevant for assessment 1 (written exam): clarity of answers, ability to discuss the theoretical concepts in an academic manner, ability to summarize, evaluate, and establish relationships between topics; • relevant for assessment 2 (project work and group presentation): ability to apply theoretical knowledge, ability to work in a team, creativity,

	<p>skills in critical thinking, ability to summarize in own words</p> <p>M2 – Leadership: The final mark is a combination of the grade of the written exam (60%) and case study result presentations (40%).</p> <ul style="list-style-type: none"> • relevant for assessment 1 (written exam): clarity of answers, ability to discuss the theoretical concepts in an academic manner, ability to summarize, evaluate, and establish relationships between topics; • relevant for assessment 2 (case study work): ability to apply theoretical knowledge, ability to work in a team, creativity, skills in critical thinking, ability to summarize in own words <p><i>NOTE: Project work (case study work) and classroom contributions are valid for 1 academic year only and cannot be carried over beyond that time-frame.</i></p>
<p>Required readings</p>	<p>M1: Strategic management Thompson, J., Scott, J., & Martin, F. (2014). Strategic Management Awareness and Change, 7th edition, Cengage</p> <p>M2 – Leadership: Robbins S. P. & Judge A. T. (2015). Essentials of Organizational Behavior, Pearson</p>
<p>Supplementary readings</p>	<p>M1: Strategic management supplementary readings recommended by the lecturer</p> <p>Kotler, P.; Berger, R; Bickhoff, N. (2010): The Quintessence of Strategic Management - What You Really Need to Know to Survive in Business, Springer (Library online resource)</p> <p>M2 – Leadership: supplementary readings recommended by the lecturer</p>