

## Syllabus

### Course description

<b>Course title</b>	Introduction to Management
<b>Course code</b>	30160
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Tourism, Sport and Event Management
<b>Semester and academic year</b>	1 <sup>st</sup> Semester – 2023/2024
<b>Year</b>	1 <sup>st</sup> year
<b>Credits</b>	6
<b>Modular</b>	No

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	-
<b>Total exercise hours</b>	18
<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/?academicYear=2023">https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2023</a>

<b>Specific educational objectives</b>	<p>The course refers to the basic 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. It 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.</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.</p>
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<b>Lecturer</b>	Dott. Claudia Cozzio Mail: <a href="mailto:Claudia.Cozzio@unibz.it">Claudia.Cozzio@unibz.it</a> Campus Bruneck-Brunico, 1 <sup>st</sup> Floor, Professors Room 1.08; Link Website: <a href="https://www.unibz.it/it/faculties/economics-management/academic-staff/person/42530-claudia-cozzio">https://www.unibz.it/it/faculties/economics-management/academic-staff/person/42530-claudia-cozzio</a>
<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=13009%2C13134">https://www.unibz.it/en/timetable/?department=26&amp;degree=13009%2C13134</a>
<b>Lecturing assistant</b>	Rudi Tranquillini Mail: <a href="mailto:Rudi.Tranquillini@unibz.it">Rudi.Tranquillini@unibz.it</a> Campus Bruneck-Brunico, 1 <sup>st</sup> Floor, Professors Room 1.09;

	<a href="https://www.unibz.it/it/faculties/economics-management/academic-staff/person/42446-rudi-tranquillini">https://www.unibz.it/it/faculties/economics-management/academic-staff/person/42446-rudi-tranquillini</a>
<b>Teaching assistant</b>	-
<b>Office hours</b>	-
<b>List of topics covered</b>	<p>The course covers the following main topics:</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. Understanding leadership</li> <li>6. Controlling work and organizational processes</li> </ol>
<b>Teaching format</b>	Frontal lectures, 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> <li>• Knowledge and understanding of the interplay between different functions of management</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> <li>• Ability to see management of the organization as separate functions and as a whole</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> <p><b><u>Communication skills</u></b> in the ability to discuss situations relevant for management in a precise and coherent way</p> <p><b><u>Learning skills</u></b> through acquisition of basic notions of general management and instruments and models of managerial decision-making</p>
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<p><b>Assessment</b></p>	<p><u>Attending students:</u>  Project and group presentation: 30% of the final grade  Final written exam: 70% of the final grade.  The presentation will require students to work in groups on an assignment on one topic given by the lecturer.</p> <p>The final written exam consists of multiple choice questions aimed at evaluating general understanding of managerial theories and concepts, and essay style questions evaluating capacity to express independent judgment with respect to a managerial situation.  Duration exam: 90 minutes</p> <p><u>Non-attending students:</u>  Final written exam: 100% of the final grade  The final written exam consists of multiple choice questions plus brief open questions aimed at evaluating general understanding of managerial theories and concepts, and essay style questions evaluating capacity to express independent judgement with respect to a managerial situation.</p> <p>Duration exam: 120 minutes</p>
<p><b>Assessment language</b></p>	<p>English</p>
<p><b>Evaluation criteria and criteria for awarding marks</b></p>	<p>The assessment of group presentation is based on the ability to apply theoretical knowledge, ability to work in a team, creativity, critical thinking, problem solving.</p> <p>The assessment of written exam is based on the relevance with respect to the question and clarity in exposition, ability to base own opinion on acquired knowledge and critical thinking, ability to structure response into concise and clear way.</p> <p>NOTE: Project work is valid for the academic year only in which the work has been taken place and cannot be carried over beyond that timeframe.</p>
<p><b>Required readings</b></p>	<p>Robbins , S.P., Coulter, M.A., and De Cenzo, D.A. (2020) Fundamentals of Management, 11th Edition</p>
<p><b>Supplementary readings</b></p>	<p>Daft, R. (2016) Management, 12th edition  Daft, R., and Marcic, D. (2013) Building management skills. An Action-First Approach, 1<sup>st</sup> edition  Schermerhorn, R.J. (2012). Exploring Management, 3rd Edition. John Wiley and Sons.  Boddy, D. (2008). Management. An Introduction. 4th Edition.  Bazerman M.H. Moore D. A. (2009) Judgment in managerial decision making, 7th edition</p>

