

Syllabus

Course description

Course title	People Management
Course code	25571
Scientific sector	SECS-P/10
Degree	Entrepreneurship and Innovation
Semester and academic year	1st semester – a.y. 2024/2025
Year	2nd study year
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	/
Total exercise hours	/
Attendance	suggested, but not required
Prerequisites	not needed
Course page	https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering-from-2021/?academicYear=2023

Specific educational objectives	<p>The course refers to the typical educational activities chosen by the student and belongs to the scientific area of Business Administration and Organization.</p> <p>The specific educational objective of the course is to integrate the areas of Human Resource Management and Organizational Behavior to the examination of how to manage people at work. Special emphasis is placed on the links between theory and practice.</p> <p>At the end of the course the students will be able to interpret, analyze, and discuss the main issues related People Management.</p>
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Lecturer	<p>Marjaana Gunkel Office E5.12c marjaana.gunkel@unibz.it, +39 0471 013221 https://www.unibz.it/it/faculties/economics-management/academic-staff/person/35342-marjaana-gunkel</p>
Scientific sector of the lecturer	SECS-P/10
Teaching language	English
Office hours	18 hours
Lecturing assistant	/
Teaching assistant	/
Office hours	/

List of topics covered	<p>The focus of the course is to study the behavior, attitudes, and performance of people in organizations with a special focus on innovation and entrepreneurship.</p> <p>The topics that are covered during the course include: recruitment and selection, performance management, leadership, organizational culture, learning and development, and well-being at work.</p>
Teaching format	<p>The course combines three didactic approaches:</p> <ul style="list-style-type: none"> ▪ theoretical knowledge is conveyed via frontal teaching based on a supportive ppt-presentations and a textbook, ▪ the newly acquired knowledge is discussed, reflected, and deepened in oral discussions analyses, and ▪ applied during case study analyses and presentations.
Learning outcomes	<p><i>Knowledge and understanding:</i> Participants are provided with the fundamentals of organizational behavior and human resource management, which are then integrated to study people management. Related readings and their in-class discussion support the understanding of newly acquired knowledge.</p> <p><i>Applying knowledge and understanding:</i> Participants will be enabled to put the knowledge of people management into practice. The case study analyses foster the transfer of theoretical concepts to individual contexts.</p> <p><i>Making judgments:</i> Participants will be guided and encouraged to translate the newly acquired knowledge about generic concepts to real life situations as well as critically challenge common wisdom about managing people in organizations, both technically and ethically.</p> <p><i>Communication skills:</i> Through presenting their case study solutions, participants will be trained to articulate and defend their arguments in front of critical audiences. In-class discussions, if actively used, will train these skills additionally.</p> <p><i>Learning skills:</i> Critical in-class discussions, comprehending and adequately summarizing and communicating reading assignments and case study assignments help to improve individual learning skills.</p>
Assessment	<p>For attending students: Written exam with essay questions and case study analysis with oral presentation (teamwork).</p> <p>For non-attending students: Written exam with essay questions.</p>
Assessment language	<p>English</p>

Evaluation criteria and criteria for awarding marks	<p>A) 70%: A written examination with essay questions; B) 30%: Case study analysis during the semester. Students are provided case studies to work on. The case study solutions are submitted in a form of a PowerPoint presentation. Each team will hold an oral case study solution presentation at least once during the semester.</p> <p>For non-attending students the final exam is the sole base of the final grade.</p>
Required readings	<p>Sutton, A. (2018). People, Management & Organizations, Palgrave.</p>
Supplementary readings	<p>ppt-presentations, case studies, and additional readings will be made available for downloads via OLE</p>