

## Syllabus

### Course description

<b>Course title</b>	Leadership and Human Resource Management in Tourism
<b>Course code</b>	31005
<b>Scientific sector</b>	SECS-P/10
<b>Degree</b>	Master in Tourism Management
<b>Semester and academic year</b>	1st Semester 2024/2025
<b>Year</b>	1st study 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>	-
<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/master-tourism-management/course-offering">https://www.unibz.it/en/faculties/economics-management/master-tourism-management/course-offering</a>

<b>Specific educational objectives</b>	<p>The course refers to the complementary educational activities.</p> <p>Through case studies related to HR Management in Tourism, this course will provide students with an understanding of leadership styles, teamwork theories, and group thinking methods. During the first part of the course, students will learn about contemporary leadership theories and the latest research on human resources. During the course, students will give an oral presentation on leadership based on a scientific study. Students would demonstrate to be able to: 1) identify and analyze the different approaches on leadership, and 2) examine, describe, and compare how different approaches work to solve a particular issue. Students are expected to actively discuss other students' presentations. Adopting a student-centered approach, the course will provide opportunities for student engagement, with a view to successfully achieving its learning objectives. The course will be structured to ensure meaningful and accessible learning for all students, and the assessment will be consistent with the teaching method. The course will adopt diversified tools to ensure that every student is able to follow the instructor, participate actively in open debates, ask specific and general questions of interest, test his/her own understanding during the</p>
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course. The class is taught in English, but participants are expected to be able to read and study scientific literature in English.

<b>Lecturer</b>	Prof. Marjaana Gunkel, <a href="mailto:marjaana.gunkel@unibz.it">marjaana.gunkel@unibz.it</a> , Campus Bruneck - Brunico, 1 <sup>st</sup> Floor, Office 1.09 <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/35342-marjaana-gunkel">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/35342-marjaana-gunkel</a>
<b>Scientific sector of the lecturer</b>	SECS-P/10
<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>List of topics covered</b>	<ul style="list-style-type: none"> <li>- Leadership as a process</li> <li>- Leadership and teamwork</li> <li>- Leadership and plurality</li> <li>- Leadership and Crisis Management</li> <li>- Position and Emergent Leadership</li> <li>- Leadership styles</li> <li>- Toxic Leadership</li> <li>- Servant Leadership and Hospitality</li> <li>- Key Issues in Leadership studies</li> <li>- Leadership Transition (Act then Think approach)</li> <li>- Can leadership be taught?</li> <li>- Does Gender matter?</li> </ul>

<b>Learning outcomes</b>	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>- Ability to identify and understand the key leadership models and theories and how they can be applied to the management of human resources in the tourism sector.</li> <li>- Knowledge of the latest trends in innovation and leadership as they relate to the tourism sector, as evidenced by empirical research and scientific studies.</li> </ul> <p><u>Applying knowledge and understanding:</u></p> <ul style="list-style-type: none"> <li>- Ability to develop a team-based approach to human resources, following plurality principles;</li> <li>- Ability to apply risk management practices to handle crises, recovery, and transitions on an individual and organizational level.</li> <li>- Ability to develop relational leadership models to manage toxic leadership.</li> </ul> <p><u>Making Judgements</u></p>
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	<ul style="list-style-type: none"> <li>- Knowing how to mix leadership styles in accordance with the context in which you operate and the needs of the organization.</li> </ul> <p><u>Communication skills:</u></p> <ul style="list-style-type: none"> <li>- Ability to effectively communicate ideas and strategies in a complex context, and to develop them into actionable plans; define problems and propose possible solutions. Improve the ability to formulate appropriate questions.</li> </ul> <p><u>Learning Skills:</u></p> <ul style="list-style-type: none"> <li>- Ability to apply multiple leadership styles and learn to improvise in various contexts.</li> </ul>
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<b>Assessment</b>	<p><u>ATTENDING STUDENTS:</u> Presentation (20%); final written exam (80%).</p> <p>The written exam will be composed of 6 open questions (5 on the leadership models and 1 on the book).</p> <p><u>NON-ATTENDING STUDENTS:</u> Final written exam (100%). The final written exam consists of 8 open questions, based on required readings.</p> <p>Through open questions, students will be evaluated on their understanding and application of theoretical concepts in HR management and Leadership. Non-attending students should email me at</p> <p>The final written exam will last <b>120 minutes</b>.</p>
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	<p><u>Attending students:</u> The final result will be composed of presentation (20%); final written exam (80%).</p> <p><u>Non-Attending Students:</u> 100% written exam. Clarity, proficiency in technical language, ability to summarize, and establish relationships between topics, and critical thinking skills will be evaluated.</p>

<b>Required readings</b>	<p><u>Attending students:</u></p> <p>Leadership. The Book Project, edited by Paolo Carta, Vicenza, Ronzani, 2022.</p>
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	<p>Further readings will be made available through the course page on Reserve Collection.</p> <p><u>Non-attending students:</u></p> <p>Peter G. Northouse, Theories and Practice, 9<sup>th</sup> edition, Sage, 2021;</p> <p>Leadership. The Book Project, edited by Paolo Carta, Vicenza, Ronzani, 2022;</p>
<b>Supplementary readings</b>	<p>Further readings will be made available through the course page on Reserve Collection.</p>

*Version June 2024*