

## COURSE SYLLABUS

### **Tourism Management (blended)**

2021-2-E1501N096

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#### **Aims**

##### *Knowledge and understanding*

- To provide the student with an introductory key to the strategic and organizational dynamics of companies.
- To understand the activities that management must put in place to develop problem-solving methodologies, in order to solve the numerous business problems that will be encountered during the company's life.

##### *Applying knowledge and understanding*

- To develop in students - through cases and exercises - the analytical skills of problem identification, evaluation of critical elements and decisional variables that distinguish the organizational dynamics of service companies
- \* To develop students' oral and written communication skills, necessary to present in a logical and coherent way the analysis of problems and situations, as well as the evaluation of possible available alternatives.

#### **Contents**

The course highlights the organizational Companies' dynamics with particular reference to the model of the entrepreneurial formula, as well as to the business activities that make up a managerial process: "planning", "organization", "control" and "leadership".

Faced with the theme of company and organization boundaries - with emphasis on organizational planning - particular attention is paid to service companies, which are analyzed with an evolutionary approach.

## **Detailed program**

The starting point is the analysis of the Entrepreneurial Formula model.

The basic conceptual scheme deals with company and organization boundaries, emphasizing the relevance of organizational planning.

At first Services specificities are analyzed, Following that, attention is paid to organization and strategy, following an evolutionary approach, which analyzes: a) the actors and their behaviors; b) the structure that defines the internal boundaries between activities and external boundaries with the reference environment; c) the relationships and the tools that link the different parts of the organization.

Subsequently organizational issues are taken into consideration: first the design criteria of organizational structures; then the business activities that make up the managerial processes: "planning", "organization", "control" and "leadership" (just as an example: the implementation of the strategy, the appropriate methods to manage diversity in human resources , the techniques useful for controlling "operations", the methods of governing and conducting people - individually and at the level of groups and task forces).

## **Prerequisites**

No prerequisite

## **Teaching form**

Frontal lessons will be conducted by the teacher, as well as interventions by managers and industry professionals who will bring examples they have experienced in theor companies, so as to show problems and operating methods to identify, address and resolve them.

Numerous teaching materials will be provided by the teacher and by non-academic subjects who will speak in the classroom.

## **Lessons in the Covid-19 emergency period:**

- The lessons will take place with video recordings, together with live events on Webex

## **Textbook and teaching resource**

- G. AIROLDI, G. BRUNETTI, V. CODA, *Economia aziendale*, Il Mulino, Bologna, 2005,
- Handouts edited by the teacher,
- Cases will be available online on the e-learning platform.

## **Semester**

Second semester

## **Assessment method**

A written evaluation, with several questions ("open and / or closed") concerning all the topics covered in the classroom and on the text / s indicated by the teacher.

### **Examination method chosen for the Covid emergency:**

Written exam, carried out remotely with the Moodle Computerized Exams platform and uses a control system called "e-Proctoring" (Respondus) to monitor the behavior of each student.

Once the exam is over, the teacher will be able to access the report produced by the e-Proctoring system, to check the students' behavior during the written test.

The exam structure remains the same, ie closed questions + open questions on all the topics covered in the course and video-recorded.

## **Office hours**

On appointment

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