



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Managing Tourism Companies (blended)

2021-2-F7601M061-F7601M058M

Learning objectives

The course will focus on strategic management and development of feasible strategies conducive to the development of competitive and sustained competitive advantages. The course takes a theoretical approach to review the most salient theories of strategic management and then builds to create applications related to the business model for an enterprise operating within the tourism, travel and/or cultural industries.

Contents

Key contents:

Strategic analysis and construction of SWOT analysis to determine sources of competitive advantage.

Understanding Managerial Decision-Making Processes and cognitive biases.

Development of alternative strategies, conducive to the creation and capturing of value.

Detailed program

- 1 Fundamentals of Strategic Management
- 2 Industry and External Analysis
- 3 Firm Specific Internal Analysis
- 4 Alternative Strategy Development

- 5 Judgement in Managerial Decision
- 6 Value Creation and Value Capturing Approaches

Prerequisites

Basic knowledge of the main business and management concepts.

Teaching methods

Lectures by the teacher with active participation of students; individual and group work prepared and discussed during the course.

Assessment methods

Attending students: written exam and project work.

Non-attending students: oral exam and short paper.

Textbooks and Reading Materials

Lecture notes and Articles provided by the teacher.

Semester

Spring

Teaching language

English
