



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Controllo delle Aziende Turistiche (blended)

2021-2-F7601M061-F7601M059M

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#### Learning objectives

The course will focus on management and entrepreneurial concepts and tools within tourism, travel and cultural organizations. The course will take a practical and case study based approach asking students to work together to develop a business model for an enterprise operating within the tourism, travel and/or cultural industries.

#### Contents

Key contents:

Management, especially management accounting and performance management;

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#### Detailed program

- 1 The nature of organisations and organisational structures
- 2 Entrepreneurship - from business idea to business plan
- 3 Business models in tourism
- 4 Community based tourism

- 5 Governance of the tourism system
- 6 How to write a Business Plan
- 7 Management accounting system
- 8 Revenue Management & Dynamic pricing
- 9 Performance management
- 10 Managing & controlling your web reputation

## **Prerequisites**

Basic knowledge of the main business and management concepts.

## **Teaching methods**

Lectures by the teacher with active participation of students; guest speakers; individual and group work prepared and discussed during the course. Other experiential opportunities for students, individually or in groups, will be proposed by the teacher (for example watching films, participating in events, visiting organizations).

## **Assessment methods**

Attending students: written exam and project work.

Non-attending students: oral exam and short paper.

## **Textbooks and Reading Materials**

Articles provided by the teacher.

## **Semester**

Spring

## **Teaching language**

English

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