



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Controllo delle Aziende Turistiche (blended)

2122-2-F7601M061-F7601M059M

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#### Learning objectives

The course will apply general management theory and principles to tourism organisations. Students will know ways in which performance may be improved through better use of human resources:

- Organization design analysis
- HRM topics
- People Management practices and policies in tourism industry

#### Contents

Organizational design

People management

Organizational Behaviour

#### Detailed program

Organization Design

- Organizational goals and structures
- Defining management
- Nature of leadership
- Work, motivation and involvement
- Managing the change organization
- Organizational culture

#### People management

- HRM in tourism and Hospitality ind.
- Recruitment and selection
- HR development
- Reward strategies in Tourism Industry
- International HRM
- HRM in the event management

#### **Prerequisites**

No

#### **Teaching methods**

Lectures, group work, class-discussions on specific case studies provided by the

instructor or short videos, guest lectures, students oral presentation.

#### **Assessment methods**

Attending students:

- Group Work (60%):

- Report 50%

- Presentation 10%

- Written Exam (50%)

Non-attending students:

- Written Exam

## **Textbooks and Reading Materials**

- Attending students:

- Slides, readings and materials on E-learning platform

- Non-attending students:

Mullins L.J. and Dossor P., Hospitality Management and Organizational Behaviour, Pearson, 2013 (5 edition)

cap. 1-4-5-6-7-10

## **Semester**

Second semester (March-May)

## **Teaching language**

Italian

