UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Control Systems For Tourism Companies (blended)

2122-2-F7601M061-F7601M059M

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, gest 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