UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Tourism Management (blended)

2324-2-E1501N096

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 issues 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 specifities 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.

Some lectures are delivered remotely (blended learning mode), according to the needs of the course.

Textbook and teaching resource

- V.Coda, M.Minoja, C.Parolini, “Economia Aziendale e Management”, Pearson, 2023

- Booklets edited by the teachers,

- Business 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.

Office hours

On appointment

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION