UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Organizzazione delle Aziende Turistiche (blended)

2425-2-F7601M061-F7601M058M

Learning objectives

The module deals with the management and organisation of tourism businesses, providing students with the basics of business organisation and organisational behaviour. A practical approach is adopted in this module, based on both lectures and case studies. Students are also required to work in teams to develop a business consultancy for a company operating in the tourism sector, which concerns an organisational behaviour practice and is aimed at solving one or more problems.

Contents

Basic concepts of service management, business organisation and organisational behaviour.

Detailed program

- Introduction to Service Management
- Introduction to Organisational Behaviour
- Organisation and Teams
- Human Resource Management
- Gender and Diversity Management
- Leadership
- Motivation
- Organisational Culture
- Organisational Change

Prerequisites

Basic knowledge of business administration and management

Teaching methods

Frontal lectures with active participation of students; guest speakers; group work prepared and presented during the course. Other experiential opportunities for students, individually or in groups, will be proposed by the lecturer.

Assessment methods

FOR THOSE ATTENDING THE LECTURES:
Group assignment (50% of the final grade) & Written exam (50% of the final grade)

FOR THOSE NOT ATTENDING THE LECTURES:
Written exam (100% of the final grade, with more questions than attending students)

Textbooks and Reading Materials

- Mullins, L.J. & Dossor P. (2013). *Hospitality Management and Organizational Behaviour (5th edition). Pearson.
- Slides, case studies and other materials provided on Moodle

OTHER USEFUL TEXTS:

- Berger., & Brownell, J. (2013). *Organizational Behaviour for the Hospitality Industry: New International Edition.* Pearson.
- Barmeyer, C., Bausch, M., & Mayrhofer, U. (2021). *Constructive intercultural management: Integrating cultural differences successfully*. Edward Elgar Publishing.

Semester

Second semester

Teaching language

Italian

Sustainable Development Goals

GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES