



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Tourism Management (blended)

2425-2-E1501N096

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#### 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 specificities 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

The course is structured according to Didactic Delivery (DE) and Interactive Didactic (DI).

- Dispositive Learning (DL) is understood as *"the set of didactic actions that can be assimilated to frontal didactics in the classroom, focused on the presentation and illustration of contents by the Professor."*

DL activities are frontal lectures, with slide support, by the professor.

This didactic delivery is carried out in blended-learning mode, i.e. some lectures in presence, others at a distance.

- Interactive Learning (IL) means *"the set of didactic interventions supplementary to didactic delivery addressed to the whole class (or to a subgroup of it), of short interventions carried out by the students, of structured e-activities (individual or collaborative), of the typical forms of formative evaluation, with the character of questionnaires or tests in itinere"*.

The IL activities concern the intervention of managers and external professionals from the sector who will give technical testimonials on the topics covered during the course, as well as the preparation in teams of a *project-work* relating to the realisation of a business idea and subsequent drafting of a brief business plan, structured in all its main parts.

This didactic delivery is carried out in blended-learning mode, i.e. some lectures in presence, others at a distance.

La course is equally divided between DL and IL taks: 50% / 50% of students' effort.

## Textbook and teaching resource

- V.Coda, M.Minoja, C.Parolini, "Economia Aziendale e Management", Pearson, 2023
- Slides and lecture notes edited by the Professors,
- 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

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