UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Management Turistico (blended)

2526-2-E1501N096

Aims

Knowledge and understanding

1. To provide the student with an introductory key to the strategic and organizational dynamics of companies.
2. 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

1. 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
2. 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.

Judgement and Decision-Making Skills

1. Develop the ability to make independent assessments of strategic and organizational scenarios, even in complex and uncertain contexts typical of the tourism sector.
2. Encourage a critical and reflective mindset in selecting the most coherent management solutions based on company objectives and available resources.

Communication Skills

1. Strengthen the ability to effectively communicate strategic analyses and proposals, both in written and oral form, including through the drafting and presentation of the project work.
2. Foster the development of interpersonal and teamwork skills, essential for operating in collaborative and intercultural professional environments.

Learning Skills

1. Promote a mindset of continuous learning, based on critical observation of business reality and staying updated with best practices in the tourism sector.
2. Encourage the acquisition of a flexible working method, transferable to other organizational contexts, with a particular focus on project management and real-world problem-solving.

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.

The course is delivered in Italian.

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 prior learning prerequisites are required for this course.

Teaching form

This course is structured using both Delivered Instruction (DI) and Interactive Instruction (II) methodologies.

Delivered Lecutres (DL) refers to "the set of teaching actions comparable to traditional in-class lectures, focused on the presentation and illustration of content by the Professor."
DL activities include frontal lectures, supported by slides, delivered by the Professor. This delivered instruction is conducted in a blended-learning mode, meaning some lessons will be in-person and others remote (30% of total hours of Tourism Management course, mainly taught in synchronous format).

Interactive Lectures (IL) refers to "the set of supplementary teaching interventions to delivered instruction aimed at the entire class (or a subgroup thereof), brief interventions by students, structured e-tivities (individual or collaborative), and typical forms of formative assessment, such as in-progress questionnaires or tests."
IL activities involve the participation of external managers and industry professionals who will provide technical insights on topics covered during the course. Additionally, students will work in teams to prepare a project-work related to the development of an entrepreneurial idea, followed by the drafting of a concise business plan, structured with all its main components. This interactive instruction is also conducted in a blended-learning mode, with some activities in-person and others remote.

The workload is approximately split 50% Delivered Instruction and 50% Interactive Instruction.

Textbook and teaching resource

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

2- Slides and lecture notes edited by the Professors,

3- Business Cases will be available online on the e-learning platform.

Semester

Second semester

Assessment method

Your final grade will be determined by a written exam administered during official exam dates. This exam will consist of open and/or closed questions covering all topics discussed in class and from the required textbook(s) indicated by the instructor.

The assessment will evaluate your understanding of the course content, which is based on specific chapters of the adopted textbook and supplementary materials (e.g., slides) uploaded to the e-learning platform.

Office hours

On appointment

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION