UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Managing Tourism Companies

2627-2-F7602M015-F7602M015-1

Learning objectives

The module aims to provide students with the necessary knowledge and tools to understand and manage organisations operating in the tourism sector.

1 - Acquire basic knowledge of service management, organisational design, and organisational behaviour in tourism settings.
2 - Apply theoretical concepts to real-world case studies, developing business consultancy proposals for tourism companies.
3 - Develop critical thinking and independent judgement in evaluating organisational and managerial decisions based on evidence and best practices.
4 - Communicate clearly and effectively, both in writing and orally, on topics related to tourism business management, addressing both technical and non-specialist audiences.
5 - Cultivate autonomous learning through the study of textbooks, business cases, and reflective activities, keeping up with developments in tourism management.

By the end of the module, students will be able to:

1 - Knowledge and Understanding

- Explain fundamental concepts of service management, organisational structures, and behaviour.
- Describe key components of organisational culture and change.

2 - Applying Knowledge and Understanding

- Use organisational tools to assess and redesign business models in tourism firms.
- Develop a business consultancy proposal based on a real-world company case.

3 - Making Judgements

- Critically evaluate leadership strategies, HR management, and motivation approaches in tourism organisations.
- Provide operational recommendations based on data and established best practices.

4 - Communication Skills

- Clearly present business proposals in both oral and written form.
- Work effectively in teams and facilitate group discussions.

5 - Learning Skills

- Conduct independent research using academic literature and case studies.
- Reflect on personal learning processes and stay up to date with industry trends.

Contents

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

Detailed program

1. Introduction to Service Management
2. Introduction to Organisational Behaviour
3. Business Organisation
4. Gender and Diversity Management
5. Leadership
6. Motivation
7. Organisational Culture
8. Organisational Change

Prerequisites

Basic knowledge of business administration and management

Teaching methods

- Lectures with a combination of didactic and interactive parts
  Focus: Knowledge and Understanding
- Individual and Group Interactive Activities (exercises, simulations, project work)
  Focus: Applying Knowledge; Communication Skills
- Business Case Analysis
  Focus: Making Judgements; Learning Skills
- Synchronous Online Sessions (up to 30% of total hours via Webex)
  Focus: Communication; Learning Skills

Assessment methods

FOR THOSE ATTENDING THE LECTURES:
Group assignment for both modules (50% of the total final grade) & Written exam (50% of the final grade of this module).

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

Sustainable Development Goals

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