

TEACHING UNIT OF FUNDAMENTALS OF MANAGEMENT

BA course in Hospitality Management

Teaching unit
 of Fundamentals of
management

Undergraduate A.A. 2019/2020

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SSD

CFU

Year (I, II o III)

Semester (I o II)

Eventual pre-requisite (specify the teaching unit):

Lessons timetable (to click on)

LEARNING OUTCOMES

Knowledge and understanding

The students will be able to identify the nature and the main objectives of the firm and how it can contribute effectively to the achievement of such objectives using both tangible and intangible. They will acquire the main fundamental concepts focused on tourism firms and tourism value chain.

Applying knowledge and understanding

The student will be able to:

- carry out structural analysis on the firm and any correlated business aspect;
- identify management problems, analyse them and apply management strategies to overcome them;
- plan, organize, manage, coordinate and control effectively marketing activities;
- identify the main features of the tourist sector and the specificities of tourism chain.

Any other learning outcomes, considering

- **Making judgments:** through the acquired knowledge, the student will be able to identify the different managerial functions, to analyze the internal organization as well as the external environment and business, and identify the critical points and strengths of business management. The student will be able to collect data related to the financial statement and to analyse them and to take managerial decisions also through business game activities. The judgment capacity will be developed through seminars and exercises too.
- **Communication skills:** the student will be able to face the discussion of the topics covered during the course, using the technical language to effectively describe the elements of business management.
- **Learning skills:** the student will have the necessary knowledge to develop a good critical capacity in analysing the main topics, will acquire familiarity with reasoned and argued discussions, will be aware of the main specific aspects characterizing the tourism firm.

Contents

- from tourism product to tourism chain;
- approaches and tools in strategic and marketing analysis;
- strategic and marketing choices;
- entrepreneurial goals;
- the managerial control system;
- financial management: investments and financing;
- efficiency evaluation techniques;
- first hints on firms in tourism industry.

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<input checked="" type="checkbox"/>	Teaching unit of Fundamentals of management
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REFERENCE BOOKS AND ARTICLES

<p>Sergio Sciarelli (2017) La Gestione dell'impresa tra teoria e pratica aziendale. Decima Edizione, Wolters Kluwer (Chapter four, ten, fifteen, nineteen and twenty)</p> <p>Della Corte Valentina (2013) Imprese e sistemi turistici. Il Management. Seconda Edizione. Egea (Chapter one, two, three and four).</p>
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ASSESSMENT METHODS AND CRITERIA

Work group and a personal report 30% (see below, project work)
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EXAM'S STRUCTURE

The final exam is based on	Written and oral	70%	Only written		Only oral	
Project work and relative discussion						
Other (specify)	Project work	30%				
In case of written exam (*)	Multiple choice	70%	Open ended (no more than one page)	30%	Numerical exercises	

(*) It is possible to answer more options.

NOTES

The course will have a practical approach, with the development of a project work made by the student
