

**TEACHING UNIT**  
**OF**  
**Management and Marketing of Hospitality Firms**

BA course in Hospitality Management

Teaching unit

Undergraduate A.A. 2020/2021

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SSD

CFU

Year (I, II o III)

Semester (I o II)

Eventual pre-requisite (specify the teaching unit): none

Lessons timetable (to click on)

**LEARNING OUTCOMES**

**Knowledge and understanding**

The course provides an overview of the management of hospitality firms, giving a solid foundation of theoretical and practical tools. Students should be able to understand the basic dynamics, nature and objectives that characterize the sector.

**Applying knowledge and understanding**

The student should be able to apply the acquired knowledge in order to:

- a) make a scenario analysis, identify the relationships between the firm and its external environment identify, learn how to apply both competitive and corporate strategies;
- b) learn customer needs and market segmentation and learn how to apply marketing tools;
- c) to read a financial statement in order to have an overview of business activities and the financial performance of a firm.

**Any other learning outcomes, considering:**

Students will acquire transversal skills as working in a team, developing their own projects, meeting deadlines and evaluating their work and that of their colleagues under the supervision of their teachers. They will be engaged in project works that will favor the development of research abilities through an interdisciplinary approach.

**SYLLABUS**

- Introduction to Hospitality Management;
- Hotel departments and main operations;
- Scenario analysis and strategic decisions;
- Marketing in hospitality firms: core concepts in the digital and experience era;
- Organizational behavior and human resource management in hotel;
- Food and beverage management;
- Management control and Corporate Finance in Hotel and Food and Beverage Management;
- Sustainability and innovation: new challenges.

**REFERENCE BOOKS AND ARTICLES**

Valentina Della Corte (2020) Hospitality Management, Wolters Kluwer

**ASSESSMENT METHODS AND CRITERIA**

Project work (as PowerPoint presentation) 30% (see below) and exam.

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In the project work students will be required to work in a team in a research project and to produce an output that will contribute to enrich their knowledge in a particular issue.  
The second part of evaluation consists in a written and oral exam through which theoretical knowledge will be evaluated.

**EXAM'S STRUCTURE**

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

**NOTES**

The course has an applicative character and requires the development of project work