



## COURSE DETAILS

### "FUNDAMENTALS OF MANAGEMENT"

SSD SECS-P/08 \*

\* In case of an integrated course, the SSD (scientific disciplinary sector) should be written above only if all modules of the course belong to the same SSD, otherwise the SSD is to be written alongside the MODULE (see below).

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT

ACADEMIC YEAR 2021-2022

## GENERAL INFORMATION – TEACHER REFERENCES

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## GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE (IF APPLICABLE):

MODULE (IF APPLICABLE):

CHANNEL (IF APPLICABLE):

YEAR OF THE DEGREE PROGRAMME (I, II, III): I

SEMESTER (I, II): I

CFU: 6

## **REQUIRED PRELIMINARY COURSES (IF MENTIONED IN THE COURSE STRUCTURE “ORDINAMENTO”)**

Nothing.

## **PREREQUISITES (IF APPLICABLE)**

## **LEARNING GOALS**

The course aims to provide students with basic notions of business management and a description of the various players in the tourism supply chain and how they interact in order to create an integrated tourism offer and promote a destination.

## **EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)**

### **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.

## **COURSE CONTENT/SYLLABUS**

- 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.

## **READINGS/BIBLIOGRAPHY**

Textbooks:

Sergio Sciarelli (2017) *La Gestione dell'impresa tra teoria e pratica aziendale*. Decima Edizione, Wolters Kluwer (Capitoli quarto, decimo, quindicesimo, diciannovesimo, ventesimo)

Della Corte Valentina (2020) *Imprese e sistemi turistici. Il Management*. Terza Edizione. Egea (Capitoli primo, secondo, terzo, quarto)

## **TEACHING METHODS**

Teacher will use:

- a) Lectures for approx. 75% of total hours,
- b) Practical exercises for approx. 25% of total hours.

## EXAMINATION/EVALUATION CRITERIA

### a) Exam type:

Exam type	
written and oral	X
only written	
only oral	
project discussion	
other	

In case of a written exam, questions refer to: (*)	Multiple choice answers	
	Open answers	X
	Numerical exercises	X

(\*) multiple options are possible

The exam consists of two types of test:

- an individual written test that intends to verify the acquired abilities in constructing a mathematical model that describes a given situation, and in solving numerical exercises connected to it;
- an oral test, organized in groups, that is aimed at verifying the ability to clearly explain the conceptual links between the theoretical contents of the course and the economic, financial and management situations that have been analyzed, and to explain the meaning and interpretation of the acquired mathematical notions to non-experts. This test requires to prepare and discuss a presentation, in groups of up to 5 students, regarding a specific topic of the course, previously agreed with the teacher.

Both written and oral tests will take place after the end of the course.

There are not intermediate exams during the course.

### b) Evaluation pattern:

Weights of written and oral test on the final evaluation:

- Weight of written test: 85%.
- Weight of oral test: 15%.

The written exam performance is not binding to have access to the oral test.