



COURSE DESCRIPTION MANAGEMENT FUNDAMENTALS

SSD: ECONOMIA E GESTIONE DELLE IMPRESE (SECS-P/08)

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT (DB5)
ACADEMIC YEAR 2025/2026

COURSE DESCRIPTION

TEACHER: DELLA CORTE VALENTINA
PHONE: 081-675370
EMAIL: valentina.dellacorte@unina.it

GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE: NOT APPLICABLE
MODULE: NOT APPLICABLE
TEACHING LANGUAGE: ITALIANO
CHANNEL:
YEAR OF THE DEGREE PROGRAMME: I
PERIOD IN WHICH THE COURSE IS DELIVERED: SEMESTER I
CFU: 6

REQUIRED PRELIMINARY COURSES

Nothing.

PREREQUISITES

Nothing.

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 mi 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

Sergio Sciarelli (2024), *Economia e Gestione dell'impresa*, CEDAM

Additional teaching materials will be provided by the teacher during the lesson.

TEACHING METHODS OF THE COURSE (OR MODULE)

Project work and written exam.

EXAMINATION/EVALUATION CRITERIA

a) Exam type

- Written
- Oral
- Project discussion
- Other

In case of a written exam, questions refer to

- Multiple choice answers
- Open answers
- Numerical exercises

b) Evaluation pattern

Project work 30%

Written exam 70%