



COURSE DESCRIPTION

MANAGEMENT AND MARKETING OF HOSPITALITY FIRMS

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

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT (P31)
ACADEMIC YEAR 2025/2026

COURSE DESCRIPTION

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GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE: NOT APPLICABLE
MODULE: NOT APPLICABLE
TEACHING LANGUAGE: ITALIANO
CHANNEL:
YEAR OF THE DEGREE PROGRAMME: II
PERIOD IN WHICH THE COURSE IS DELIVERED: SEMESTER I
CFU: 9

REQUIRED PRELIMINARY COURSES

Nothing.

PREREQUISITES

Nothing.

LEARNING GOALS

The course offers an overview of hospitality business management, providing a solid foundation of theoretical and practical tools. Students will acquire soft skills such as working in teams, developing their own projects, meeting deadlines, and evaluating their own work and that of colleagues under the supervision of the instructor.

EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

Knowledge and understanding

Students should be able to understand the basic dynamics, nature and goals that characterize the field. In addition, they will be involved in project work that will foster the development of research skills through an interdisciplinary approach.

Applying knowledge and understanding

Students should be able to apply their acquired knowledge in order to:

- conduct scenario analysis, identify relationships between the company and its external environment identify, learn to apply both competitive and business strategies.
- Learn customer needs and market segmentation and learn how to apply marketing tools.
- Read a financial statement to get an overview of a company's business activities and financial performance.

COURSE CONTENT/SYLLABUS

Introduction to the management of hospitality firms;
The business organization of hospitality firms;
Analysis of scenarios and strategic decisions;
Marketing;
Organizational behavior and human resource management in hotels;
The Food & Beverage Business;
Management Control and Corporate Finance;
Sustainability.

READINGS/BIBLIOGRAPHY

Valentina Della Corte (2020) Hospitality Management, Wolters Kluwer

TEACHING METHODS OF THE COURSE (OR MODULE)

The course is conducted in lectures and will be applied in nature, with students developing project work.

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%