

## CORSO DI LAUREA IN MANAGEMENT DEL TURISMO, DELLO SPORT E DEGLI EVENTI

Piano di studio e contenuto degli insegnamenti

## BACHELOR IN TOURISMUS-, SPORT-, UND EVENTMANAGEMENT

Studienplan und Inhalt der Lehrveranstaltungen

**Classe:**

L-18 "Scienze dell'Economia e della Gestione Aziendale"

**Sede didattica**

Brunico

**Lingua in cui si tiene il corso:**

Italiano, Inglese, Tedesco

Data del documento: luglio 2020

**Klasse:**

L-18 "Wirtschaftswissenschaften und Betriebsführung"

**Sitz**

Bruneck

**Sprache des Studienganges:**

Italienisch, Englisch, Deutsch

Dokument erstellt im Juli 2020

Il corso di laurea in Management del Turismo, dello Sport e degli Eventi offre agli studenti una base multidisciplinare nel management e nella scienza dell'economia con la specializzazione nell'ambito del Management del Turismo, dello Sport e degli Eventi in particolare negli ultimi tre semestri di corso.

Il corso di laurea è trilingue: le lingue d'insegnamento sono l'italiano, il tedesco e l'inglese. Le attività didattiche di tutte le discipline sono orientate agli aspetti europei ed internazionali del management del turismo, dello sport e degli eventi ed includono anche rilevanti tematiche locali o nazionali. Il corpo docente ha origine e/o esperienza

La prima metà del corso di laurea comprende corsi base e corsi avanzati in management e marketing, economia, matematica e statistica, gestione contabile-finanziaria delle aziende, diritto, lingue e comunicazione.

Nella seconda metà del corso gli studenti approfondiscono le conoscenze dei primi tre semestri con temi specifici del diritto, del management e del marketing del turismo, dello sport e degli eventi, dell'economia del turismo, dello sport e degli eventi, della sostenibilità turistica, e con aspetti specifici dell'analisi e gestione anche quantitativa dei dati e i relativi aspetti tecnologici, di media e dati peculiari del turismo, sport ed eventi.

In questa fase del corso di laurea gli studenti avranno la possibilità di scegliere tra un'offerta di corsi caratterizzanti e affini ed integrativi nel settore del turismo e/o nel settore dello sport e degli eventi, potendo così personalizzare il percorso di studi integrando i corsi secondo la loro prospettiva occupazionale.

Il programma di studi si conclude con una prova finale scritta, che per gli studenti rappresenta un'occasione per trattare in modo approfondito un tema specifico a scelta con la supervisione di un docente del corso di studi.

Der Bachelor in Tourismus-, Sport- und Eventmanagement bietet den Studierenden eine multidisziplinäre Grundlage in den Bereichen der Wirtschaft und des Managements mit einer Spezialisierung im Bereich Tourismus-, Sport- und Eventmanagement, insbesondere in den letzten drei Semestern.

Der Unterricht erfolgt in den drei Sprachen Italienisch, Deutsch und Englisch. Die Bildungsaktivitäten aller Disziplinen orientieren sich an europäischen und internationalen Themen im Bereich des Tourismusmanagements und des Sport- und Eventmanagements und umfassen auch relevante lokale oder nationale Themen.

Die erste Hälfte des Studienganges beinhaltet Einführungsveranstaltungen und weiterführende Kurse in den Bereichen Management, Marketing, Volkswirtschaftslehre, Mathematik, Statistik, Buchhaltung und Finanzmanagement von Unternehmen, Rechtswissenschaften, Sprachen und Kommunikation.

In der zweiten Hälfte des Studiengangs vertiefen die Studierenden die in den ersten drei Semestern erworbenen Kenntnisse durch spezifische Themen aus den Bereichen Recht, Management und Marketing sowie Ökonomie für Tourismus, Sport und Events sowie Nachhaltigkeit des Tourismus und durch spezifische, auch quantitative Aspekte der Analyse und des Managements von Daten sowie durch die damit verbundenen technologischen Aspekte der Medien- und Datenanalyse, die für Tourismus, Sport und Events typisch sind.

In dieser Phase des Studiums haben die Studierenden die Möglichkeit ihren individuellen Studienplan an ihre berufliche Perspektive anzupassen, indem sie aus einer Auswahl an fachtypischen und benachbarten/integrierenden Lehrveranstaltungen wählen, die den Tourismussektor und/oder den Sport- und Eventsbereich kennzeichnen.

Das Studienprogramm endet mit einer schriftlichen Abschlussarbeit, die den Studierenden die Gelegenheit bietet, unter Anleitung des betreuenden Dozenten ein spezifisches Thema ihrer Wahl zu bearbeiten.

## Allocazione degli insegnamenti per anno di corso / Angebot der Lehrveranstaltungen nach Studienjahr

Ogni anno di corso è articolato in due semestri. L'inizio e la fine dei semestri è stabilita nel Calendario Accademico. Le attività formative hanno durata semestrale o annuale.

Jedes Studienjahr ist in zwei Semester unterteilt. Anfang und Ende der Semester sind im akademischen Kalender festgelegt. Die Lehrveranstaltungen haben eine Dauer von einem Semester oder sind Ganzjahreskurse.

Codex/Codice	Insegnamento/Lehrveranstaltung	Modulo d'insegnamento/Lehrmodul	CFU/KP
<b>Primo anno / Erstes Jahr</b>			
30160	Introduction to Management		6
30161	Tourism and Sport Law		6
30162	Mathematics for Economists TSE	M-1 Mathematics for Economists TSE (6 CP)	12
		M-2 Mathematics for Economists TSE (6 CP)	
30163	Introduction to Accounting for TSE		8
30164	Micro and Macroeconomics		8
30165	Marketing		8
30166	Introduction to Tourism, Sport and Event Management		6
30167	Foreign Language <b>German</b> Communication and Presentation Skills in Specialized Language		3 + 3 (*)
30168	Foreign Language <b>Italian</b> Communication and Presentation Skills in Specialized Language		
30169	Foreign Language <b>English</b> Communication and Presentation Skills in Specialized Language		

<b>Secondo anno / Zweites Jahr</b>			
30170	Managerial Economics for TSE		6
30171	Statistics for TSE		6
<b>30172</b>	Managerial Accounting		6
30173	Spanish - Spagnolo – Spanisch		6 (**)
30174	Russian - Russo – Russisch		
30175	French - Francese – Französisch		
30176	Entrepreneurship and Leadership	M-1 Strategic Management (6 CP)	12
		M-2 Organizational Behaviour and Leadership (6 CP)	
30177	Introduction to Finance		9

30178	Economics of Sports and Events		6 (**)
30179	Economics of Tourism and Destinations		
30180	Experiential tourism: current trends in food and wine		6 (**)
30181	Sustainable Tourism Development		
30182	Event Management and Planning		6 (**)
30183	Sport and Facility Management		

Terzo anno / Drittes Jahr			
30184	Business Law for TSE	M-1 Foundations of Business Law (6 CP)	12
		M-2 Applied Business Law (6CP)	
30185	Technology, Media and Data in Tourism, Sports and Events		3
30186	Sport Marketing and Sponsorship		6 (**)
30187	Strategic Marketing for Tourism		
30188	Current Issues in Sport Management		6 (**)
30189	Current Issues in Tourism Management		
30190	Quantitative Methods in Management		6 (**)
30191	Data Management, Analysis and Security		
30192	Internship		6
	Free Choice***		12
	Final Exam		6

**\* English, German, Italian Foreign Language - Communication and Presentation Skills in Specialized Language**

Gli studenti dovranno superare 2 dei 3 esami di "Foreign Language (German/Italian/English) Communication and Presentation Skills in Specialized Language" offerti, senza poter scegliere la lingua in cui è stato sostenuto l'esame di maturità.

Die Prüfungen müssen in 2 der 3 angebotenen Fremdsprachen "Foreign Language (German/Italian/English) Communication and Presentation Skills in Specialized Language" abgelegt werden, wobei die Sprache in der die Maturaprüfung abgelegt wurde, nicht gewählt werden darf.

\*\* Scelta di una materia a 6 CFU / Wahl einer Lehrveranstaltung zu 6 KP

**\*\*\*Insegnamenti opzionali/ Wahlfächer**

Gli insegnamenti opzionali possono essere scelti nel 2° oppure nel 3° anno di studio. La Facoltà pubblica annualmente l'offerta degli insegnamenti opzionali.

Die Wahlfächer werden im 2. bzw. 3. Studienjahr gewählt. Die Fakultät veröffentlicht jährlich ein internes Angebot an Wahlfächern.

Contenuto degli insegnamenti / Inhalt der Lehrveranstaltungen

Codex/Codice	Insegnamento/Lehrveranstaltung	CFU/ KP	SSD/ WDB <sup>1</sup>
	<b>Primo anno / Erstes Jahr</b>		
30160	<p><b>Introduction to Management</b></p> <ul style="list-style-type: none"> <li>• What is management</li> <li>• History of management</li> <li>• Planning</li> <li>• Organizational structures in management</li> <li>• Human Resources management in service organizations</li> <li>• Control</li> <li>• Quality management</li> <li>• New approaches to management</li> </ul>	6	<i>SECS-P/08</i>
30161	<p><b>Tourism and Sport Law</b></p> <p>Basic knowledge of public law:</p> <ul style="list-style-type: none"> <li>• norms rule, legal interpretation and relationships among norms;</li> <li>• structure and functioning of the State (overview);</li> <li>• sources of law (national and European) and fundamental rights;</li> <li>• regional organization.</li> </ul> <p>Tourism law:</p> <ul style="list-style-type: none"> <li>• competences of the European Union;</li> <li>• State and regional competences (State organization of tourism; types of tourism; touristic professions);</li> <li>• tourism regulation of the Autonomous Province of Bolzano/Bozen.</li> </ul> <p>Sport law:</p> <ul style="list-style-type: none"> <li>• introduction to the sport legal system (international, European, Italian systems);</li> </ul>	6	<i>IUS/09</i>
30162	<p><b>Mathematics for Economists TSE</b></p> <p><b>M-1 Mathematics for Economists TSE</b></p> <ul style="list-style-type: none"> <li>• Sets, functions relations</li> <li>• Real numbers, absolute values, limits</li> <li>• Single variable functions</li> <li>• Derivatives and rules for their computation</li> <li>• Taylor approximation</li> <li>• Newton's method</li> <li>• Single variable optimization</li> <li>• Integrals of real functions</li> </ul> <p><b>M-2 Mathematics for Economists TSE</b></p> <ul style="list-style-type: none"> <li>• Matrix calculus</li> <li>• Systems of linear equations and Gaussian elimination</li> <li>• Partial derivatives, gradient, Hesse matrix</li> <li>• Optimisation of multi-variable functions without constraints</li> <li>• Problems with constraints and Lagrange's method</li> <li>• Value functions and Lagrange multipliers</li> </ul>	12	<i>SECS-S/06</i>

	<ul style="list-style-type: none"> <li>• Convexity/concavity and their applications</li> <li>• Probability measures, random variables, distributions</li> </ul>		
30163	<p><b>Introduction to Accounting for TSE</b></p> <ul style="list-style-type: none"> <li>• Recording business transaction</li> <li>• Adjusting and closing the accounts</li> <li>• Merchandising operations and receivables</li> <li>• Fixed assets</li> <li>• Liabilities</li> <li>• Equity</li> <li>• Investments</li> <li>• Cash Flow Statement</li> </ul>	8	<i>SECS-P/07</i>
30164	<p><b>Micro and Macroeconomics</b></p> <ul style="list-style-type: none"> <li>• Household theory</li> <li>• Production theory</li> <li>• Perfect competition</li> <li>• Imperfect competition</li> <li>• National accounting</li> <li>• Economic growth</li> <li>• Economic fluctuations</li> <li>• The Government in the economy</li> </ul>	8	<i>SECS-P/01</i>
30165	<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Markets as focal points of marketing</li> <li>• Development of the marketing concept/strategy</li> <li>• Business level marketing concepts</li> <li>• Marketing as exchange process</li> <li>• Marketing strategy development and implementation</li> <li>• Assessing the competitiveness of the firm from a marketing perspective</li> <li>• Competing in the market arena</li> <li>• Consumer Behaviour</li> <li>• Segmenting, Targeting, Positioning</li> <li>• Marketing Mix</li> <li>• Marketing in specific contexts</li> <li>• Marketing information &amp; research</li> </ul>	8	<i>SECS-P/08</i>
30166	<p><b>Introduction to Tourism, Sport and Event Management</b></p> <ul style="list-style-type: none"> <li>• The tourism system</li> <li>• Demand for tourism and events</li> <li>• Demand for sports and physical activities</li> <li>• The lodging sector</li> <li>• The transportation sector</li> <li>• The intermediaries</li> <li>• The role of the public administration in tourism, sport and events</li> <li>• Visitor attractions and events</li> </ul>	6	<i>SECS-P/08</i>
30167	<p>Foreign Language <b>German</b> Communication and Presentation Skills in Specialized Language (*)</p> <ul style="list-style-type: none"> <li>• Job profiles and fields of activities</li> </ul>	3	<i>L-LIN/14</i>

	<ul style="list-style-type: none"> <li>• Application for employment</li> <li>• New forms of employment</li> <li>• Business organization</li> <li>• Introducing a new product: Market research</li> <li>• Presentation of a firm</li> <li>• Oral and written description of graphic representations</li> <li>• Presentation techniques (Power Point: Structure and language skills)</li> </ul>		
30168	<p>Foreign Language <b>Italian</b> Communication and Presentation Skills in Specialized Language (*)</p> <ul style="list-style-type: none"> <li>• Communication aspects (pragmatic and sociolinguistic): context adequacy, formal and informal language registers, etc.</li> <li>• Relevant grammatical structures, language skills and specialist language of economics (B1→B2).</li> <li>• Specialist texts on economics and business management in the field of tourism, sport and events.</li> <li>• Company organization: business meeting, participating in trade fairs, public relations etc.</li> <li>• World of work: professions, types of contracts, job advertisements, job application, cover letter, CV, job interview, etc.</li> <li>• Writing skills to enable students to produce accurate texts in Italian, including emails, summaries and reports.</li> <li>• Communicating skills to enable students to prepare an effective job interview, to create effective professional presentations and to express complex ideas and events accurately using specific language.</li> <li>• Ability to develop the advanced autonomous learning skills necessary to professional contexts and future employments</li> </ul>	3	<i>L-FIL-LET/12</i>
30169	<p>Foreign Language <b>English</b> Communication and Presentation Skills in Specialized Language (*)</p> <ul style="list-style-type: none"> <li>• Ability to communicate in professional and academic contexts and present original work to the public in English</li> <li>• Ability to interact with native speakers and Advanced learners of English in a spontaneous and fluent way on topics related to Tourism, Sport and Event Management.</li> <li>• Ability to express complex content and describe events in English using the language of Tourism, Sport and Event Management.</li> <li>• Ability to interpret and summarize authentic academic texts related to Tourism, Sport and Event Management</li> <li>• Ability to write upper intermediate academic texts in English</li> <li>• Ability to give a formal academic presentation in English</li> <li>• Judging the appropriateness of written genre and spoken discourse for formal (academic and professional) versus informal (among peers) contexts</li> <li>• Developing the advanced autonomous learning skills necessary to extend language learning to natural contexts, i.e. content courses in the TSE program, study abroad, internships, graduate study, future employment, and life experiences in English</li> </ul>	3	<i>L-LIN/12</i>

	Secondo anno / Zweites Jahr		
30170	<b>Managerial Economics for TSE</b> <ul style="list-style-type: none"> <li>• Market structure and market power</li> <li>• Technology and production costs</li> <li>• Monopoly power</li> <li>• Price discrimination</li> <li>• Oligopoly games</li> <li>• Limit pricing</li> <li>• Predation</li> <li>• Collusion</li> <li>• Digital markets</li> <li>• Network externalities</li> <li>• Two sided networks</li> <li>• Basics of contract theory</li> </ul>	6	<i>SECS-P/06</i>
30171	<b>Statistics for TSE</b> <ul style="list-style-type: none"> <li>• Univariate descriptive analysis.</li> <li>• Multivariate descriptive analysis.</li> <li>• Elementary probability.</li> <li>• Random variables.</li> <li>• Statistical models.</li> <li>• Sample summaries.</li> <li>• Point and interval estimation.</li> <li>• Hypothesis testing</li> </ul>	6	<i>SECS-S/01</i>
30172	<b>Managerial Accounting</b> <ul style="list-style-type: none"> <li>• Managerial information systems: theory and practice.</li> <li>• Traditional job costing</li> <li>• Activity-based costing</li> <li>• Measuring and managing the costs of capacity</li> <li>• Customer profitability: introduction</li> <li>• Introduction to business decisions: cost-volume-profit (CVP) analysis</li> <li>• Business decisions: relevant costs and relevant revenues</li> <li>• Budgeting and responsibility accounting</li> </ul>	6	<i>SECS-P/07</i>
30173	<b>Spanish - Spagnolo – Spanisch</b> <ul style="list-style-type: none"> <li>• Introducing myself</li> <li>• Describing myself</li> <li>• Speaking about my daily habits</li> <li>• Speaking about my likes and dislikes</li> <li>• Describing my family</li> <li>• Describing my house, my room</li> <li>• Describing my town, city: asking and giving directions</li> <li>• Speaking about my profession, occupation</li> </ul>	6	<i>L-LIN/07</i>
30174	<b>Russian - Russo – Russisch</b> <ul style="list-style-type: none"> <li>• The Cyrillic alphabet and its origins</li> <li>• Reduced and full vowels</li> <li>• Consonants: final devoicing assimilation, dissimilation, cancellation</li> </ul>	6	<i>L-LIN/21</i>



	<ul style="list-style-type: none"> <li>Focus on words and phrases related to the fields of sport and tourism</li> <li>Nouns (number, gender, case)</li> <li>Verbs (conjugations, aspect, verbs of motion)</li> </ul>		
30175	<p><b>French - Francese – Französisch</b></p> <ul style="list-style-type: none"> <li>Vocabulary Topics: Places; Events ;Media; Work,Current affairs; Arts; Daily Life; Sport etc.</li> <li>Grammar Topics: Past tenses; Future tenses; Present conditional; Subjunctive; To express Certainty: Si + Present / futur To express Uncertainty: Si + Imperfect / Conditional present ; Expression of time ; Doubles pronouns etc.</li> <li>Speaking Topics: Introducing sb;Talk about the world around you; Describe sb or sth; Describe a person - Physique, Character; Health issues; Talk about the future: explain future plans and possibilities; Expressions of place: give directions, locate a place / an object / a person; Describe a person, his neighborhood, a monument, a place, common animals, common objects, and lifestyle ect</li> <li>Sociocultural knowledge: Everyday expressions to express politeness; Conditional present to be polite or to make a suggestion (We could + infinitive); Welcoming sb: greetings; Asking for news, reaction to the response; How to write a personal message, different models of business-related messages, and administrative message; How to get into a conversation, start talking, call out somebody, and take leave, etc.</li> </ul>	6	L-LIN/04
30176	<p><b>Entrepreneurship and Leadership</b></p> <p><b>M-1 Strategic Management (6 CP)</b></p> <ul style="list-style-type: none"> <li>Understanding of strategy and strategic management</li> <li>Business and revenue models</li> <li>Analysis and positioning</li> <li>Resource-led strategies</li> <li>Strategic planning</li> <li>Value chains and strategic environment</li> <li>Strategic planning</li> <li>Case studies in Strategic Management</li> </ul> <p><b>M-2 Organizational Behaviour and Leadership (6 CP)</b></p> <ul style="list-style-type: none"> <li>Attitudes and Job Satisfaction</li> <li>Emotions and Moods</li> <li>Personality and Values</li> <li>Groups and Teams</li> <li>Communication</li> <li>Leadership and Motivation</li> <li>Conflict and Negotiations</li> <li>Organizational Structure and Culture</li> </ul>	12	SECS-P/08  SECS-P/10
30177	<p><b>Introduction to Finance</b></p> <ul style="list-style-type: none"> <li>Financial decisions and key ideas in finance: Time, money,</li> </ul>	9	SECS-P/09

	<ul style="list-style-type: none"> <li>and interest rates</li> <li>• Bonds</li> <li>• Valuing projects</li> <li>• Stocks</li> <li>• Portfolio investment theory and the CAPM</li> <li>• Cost of capital</li> <li>• Capital structure</li> <li>• Options</li> </ul>		
30178	<p><b>Economics of Sports and Events</b></p> <ul style="list-style-type: none"> <li>• Incentive problems in sports</li> <li>• How to form teams?</li> <li>• How to design competition and prices?</li> <li>• How to organize labour markets and regulations for sports?</li> <li>• Betting markets</li> <li>• The Economics of Sports Events</li> </ul>	6	<i>SECS-P/06</i>
30179	<p><b>Economics of Tourism and Destinations</b></p> <ul style="list-style-type: none"> <li>• Tourism as a system and part of the economy</li> <li>• Sustainability as a principle in tourism development</li> <li>• Definition of terms tourism destination, development and strategy</li> <li>• Destination governance: types, strategies and processes</li> <li>• SWOT as a tool to perform comparative analysis</li> <li>• Future target groups and market position for development opportunities</li> <li>• Vision and objective system: the basis for development plans</li> <li>• Organization structures, destination management, influence on pricing and investments</li> <li>• Cases</li> </ul>	6	<i>SECS-P/06</i>
30180	<p><b>Experiential tourism: current trends in food and wine</b></p> <ul style="list-style-type: none"> <li>• Experience tourism: Theoretical foundations</li> <li>• Destinations: Geographical Indications, regional brands</li> <li>• Relevance of regional products for experience tourism</li> <li>• Research approaches and examples of wine tourism</li> <li>• Excursion: Culinary and wine in experience tourism</li> <li>• Theory and statistical analysis of empirical data</li> <li>• Course project on culinary and wine experience tourism</li> <li>• Application of statistical methods for data evaluation</li> </ul>	6	<i>AGR/01</i>
30181	<p><b>Sustainable Tourism Development</b></p> <ul style="list-style-type: none"> <li>• Introduction to sustainable tourism</li> <li>• Theories and concepts of a sustainable economy</li> <li>• Overview of sustainability concepts in tourism</li> <li>• How can we measure sustainability?</li> <li>• Approach to sustainable development in the EU with a focus on rural areas and tourism</li> <li>• Concept of sustainable tourism and its development at European and international level</li> <li>• Course project on sustainable tourism development</li> <li>• Future of the debate on sustainable tourism</li> </ul>	6	<i>AGR/01</i>

30182	<b>Event Management and Planning</b> <ul style="list-style-type: none"> <li>• Impacts of events</li> <li>• Project management and project selection</li> <li>• Production Planning</li> <li>• Event Logistics</li> <li>• Risk Management and Health &amp; Safety</li> <li>• IT and Event Planning Software</li> <li>• Sponsorship and Grants</li> <li>• Event Evaluation</li> </ul>	6	<i>SECS-P/08</i>
30183	<b>Sport and Facility Management</b> <ul style="list-style-type: none"> <li>• Sport and leisure service encounter</li> <li>• Sport and leisure venue management</li> <li>• Design of sport and leisure facilities, inventory management</li> <li>• Leisure cost and revenue management.</li> <li>• Performance measurement for sport and leisure facilities</li> <li>• Organization of sport facilities</li> <li>• Managing human resources in the sport and leisure encounter</li> <li>• Risk management in sport and leisure facilities.</li> </ul>	6	<i>SECS-P/08</i>
<b>Terzo anno / Drittes Jahr</b>			
30184	<b>Business Law for TSE</b> <b>M-1 Foundations of Business Law (6 CP)</b> <ul style="list-style-type: none"> <li>• Law of obligations</li> <li>• Contract law in general</li> <li>• Single types of contracts of special interest in the tourism sector</li> <li>• EU-Regulation on package travel and linked travel arrangements</li> <li>• Law on contractual liability</li> <li>• Law on tort liability</li> <li>• Business law: The legal regime of the entrepreneur</li> <li>• Firm and transfer of firm assets</li> <li>• Legal personality, limited Liability (entity shielding), unlimited liability</li> </ul> <b>M-2 Applied Business Law (6CP)</b> <ul style="list-style-type: none"> <li>• Partnership law</li> <li>• Law on joint-stock companies</li> <li>• Law on close corporations, especially LLCs</li> <li>• Accounting and Balance Sheets</li> <li>• Fundamental corporate changes: Amendments to the articles of incorporation and bylaws</li> <li>• Change of the corporate form, mergers and divisions of companies</li> <li>• Co-operative law and consortiums</li> </ul> Law on sport companies	12	<i>IUS/04</i>
30185	<b>Technology, Media and Data in Tourism, Sports and Events</b>	3	<i>ING-INF/05</i>

	<ul style="list-style-type: none"> <li>• The role, nature, and importance of ICT and media in Tourism, Sports and Events</li> <li>• Consumer adoption, experiences, and evaluation of ICT and media</li> <li>• Innovation and adoption of ICT and media in tourism, sport and events</li> <li>• Social media and big data for Tourism, Sports and Events</li> <li>• The roles of data and business insights</li> <li>• Decision support systems and user interfaces</li> <li>• Emerging technologies in tourism, sport and events</li> <li>• Ethical issues in exploitation of technologies in tourism, sport and events</li> </ul>		
30186	<p><b>Sport Marketing and Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Marketing through sports and marketing of sports.</li> <li>• Marketing mix strategies and tools for the sport and event industry.</li> <li>• Relationship marketing in the business of sports and events.</li> <li>• Sponsorship: Concepts, objectives, and components. Sponsorship foundation. Developing and Selling the Sponsorship Proposal. Assessment of sponsorship opportunities.</li> <li>• Leveraging techniques for sponsorship.</li> <li>• Ambush marketing.</li> <li>• Post-event evaluation: identifying reasons for sponsorship failure and success.</li> <li>• Special sponsorship forms: Venue Naming Rights, Licencing, Endorsement.</li> </ul>	6	SECS-P/08
30187	<p><b>Strategic Marketing for Tourism</b></p> <ul style="list-style-type: none"> <li>• Tourism marketing management processes and planning tools.</li> <li>• Consumer behaviour in tourism.</li> <li>• Destination marketing management.</li> <li>• Experiential tourism marketing.</li> <li>• Innovation in tourism marketing and management.</li> <li>• Marketing strategies for the tourism, hospitality and travel industries.</li> <li>• Strategic marketing mix initiatives</li> <li>• Relationship marketing, quality and loyalty in hospitality, travel and tourism. Tourist 's life-time value and footprint.</li> </ul>	6	SECS-P/08
30188	<p><b>Current Issues in Sport Management</b></p> <ul style="list-style-type: none"> <li>• The Commercialization of Sport</li> <li>• Politics and Sport Governance</li> <li>• Crisis management in sport facilities and sport events</li> <li>• Emerging and Niche Leagues: marketing and management issues</li> <li>• Corruption in Sport and its effects</li> <li>• Gender, racial and ethical issues related to sports and its management</li> <li>• Management of Disability Sports</li> <li>• Corporate Social Responsibility of and through Sport</li> </ul>	6	SECS-P/08

30189	<p><b>Current Issues in Tourism Management</b></p> <ul style="list-style-type: none"> <li>• The growth of international tourism</li> <li>• Destination competitiveness</li> <li>• Technology in tourism</li> <li>• Management of tourism in an unstable world</li> <li>• Green behaviour</li> <li>• Authenticity</li> <li>• Ethics in tourism</li> <li>• Niche tourism markets</li> </ul>	6	<i>SECS-P/08</i>
30190	<p><b>Quantitative Methods in Management</b></p> <ul style="list-style-type: none"> <li>• Linear programming: motivation and basic concepts</li> <li>• Duality in linear programming and its interpretation/use in management</li> <li>• Application of linear programming to tourism economics and to models with conflicting goals</li> <li>• Risk modelling in management and marketing: basics</li> <li>• Computing, estimating and optimizing risks</li> <li>• Preference modelling with and without risk</li> <li>• Application of preference models to profit vs. sustainability situations and to recommender systems</li> <li>• Non-total preferences and rankings: models and applications in sports, marketing and economics</li> </ul>	6	<i>SECS-S/06</i>
30191	<p><b>Data Management, Analysis and Security</b></p> <ul style="list-style-type: none"> <li>• Data collection: basics on data collection and storage</li> <li>• Visualizing data structures (EXCEL or other tools)</li> <li>• Monetary value of data</li> <li>• Data processing: basics on data analysis tools and algorithms</li> <li>• Advanced data processing: deep learning concepts</li> <li>• Data security: legal requirements and privacy issues</li> <li>• Secure data processing and implications for market research, management, marketing</li> <li>• Project work on real data in collaboration with regional partners (tourism, weather and climate, health, mobility etc.)</li> </ul>	6	<i>SECS-S/06</i>

<sup>1</sup> SSD = settore scientifico-disciplinare /WDB= wissenschaftlich-disziplinärer Bereich

**Scelta di attività caratterizzanti e affini ed integrative**

**Auswahl von fachtypischen und benachbarten/integrierenden Lehrveranstaltungen**

Durante il secondo anno è prevista la scelta di una delle seguenti attività (6 CFU) per ciascun settore scientifico disciplinare (SSD):

Im zweiten Studienjahr ist die Wahl einer der folgenden Lehrveranstaltungen (6 KP) pro wissenschaftlich-didaktischen Bereich (WDB) vorgesehen:

Codex/Codice	Insegnamento/Lehrveranstaltung	CFU/ KP	SSD/ WDB
30178	Economics of Sports and Events	6	SECS-P/06
30179	Economics of Tourism and Destinations		
30180	Experiential tourism: current trends in food and wine	6	AGR/01
30181	Sustainable Tourism Development		
30182	Event Management and Planning	6	SECS-P/08
30183	Sport and Facility Management		

Durante il terzo anno è prevista la scelta di una delle seguenti attività ( 6 CFU) per ciascuna tipologia di attività formativa e settore scientifico disciplinare:

Im dritten Studienjahr die Wahl einer Lehrveranstaltung (6 KP) pro Art der Lehrveranstaltung und wissenschaftlich-didaktischen Bereich (WDB) vorgesehen:

Codex/Codice	Insegnamento/Lehrveranstaltung	CFU/ KP	Tipologia di attività formativa / Art der Lehrveranstaltung	SSD/ WDB
30186	Sport Marketing and Sponsorship	6	attività <b>formativa caratterizzante</b>  <b>fachtypische</b> Lehrveranstaltung	SECS-P/08
30187	Strategic Marketing for Tourism			
30188	Current Issues in Sport Management	6	attività formativa <b>affine o integrativa</b>  <b>benachbarte oder zusätzliche</b> Lehrveranstaltung	SECS-P/08
30189	Current Issues in Tourism Management			
30190	Quantitative Methods in Management	6		SECS-S/06
30191	Data Management, Analysis and Security			

## Conoscenze delle lingue straniere

Il piano di studio prevede i seguenti insegnamenti di lingua:

**Tedesco [30167], Italiano [30168] e Inglese [30169] - Lingua straniera -Capacità di comunicazione e presentazione in linguaggio specialistico**

Gli studenti dovranno superare 2 dei 3 esami di lingua senza poter scegliere la lingua in cui è stato sostenuto l'esame di maturità

Gli studenti che si sono diplomati in una scuola ladina dell'Alto Adige devono sostenere gli esami di lingua inglese e possono scegliere tra tedesco e italiano per gli altri. Devono comunicare la loro scelta alla Segreteria di Facoltà.

Durante il secondo anno gli studenti è prevista la scelta di una delle seguenti lingue per un totale di 6 CFU

## Fremdsprachenkenntnisse

Der Studienplan sieht folgende Sprachlehrveranstaltungen vor.

**Deutsch [30167], Italienisch [30168] und Englisch [30169] - Fremdsprache - Fachsprachliche Kommunikations- und Präsentationsfähigkeiten**

Die Prüfungen müssen in 2 der 3 angebotenen Fremdsprachen abgelegt werden, wobei die Sprache in der die Maturaprüfung abgelegt wurde, nicht gewählt werden darf.

Absolvent\*innen einer ladinischen Oberschule in Südtirol müssen die Englischprüfungen ablegen und können als weitere Sprache zwischen Deutsch und Italienisch wählen. Die Wahl muss dem Fakultätssekretariat mitgeteilt werden.

Im zweiten Studienjahr ist die Wahl einer der folgenden Sprachen zu je 6 KP vorgesehen:

Codex/Codice	Insegnamento/Lehrveranstaltung	CFU/ KP
30173	Spanish - Spagnolo – Spanisch	6
30174	Russian - Russo – Russisch	
30175	French - Francese – Französisch	

## Insegnamenti a scelta degli studenti (Free Choice)

Gli studenti devono scegliere liberamente attività formative per un totale di 12 crediti formativi universitari (CFU). Gli insegnamenti opzionali possono essere scelti nel 2° oppure nel 3° anno di studio. La Facoltà pubblica annualmente l'offerta degli insegnamenti a scelta.

Qualora lo studente voglia sostenere esami relativi a insegnamenti opzionali non contenuti in tale lista, dovrà prima ricevere l'approvazione del Consiglio di corso competente.

## Wahlfächer (Free Choice)

Die Studierenden müssen Wahlfächer für insgesamt 12 Kreditpunkte (KP) wählen. Die Wahlfächer werden im 2. bzw. 3. Studienjahr gewählt. Die Fakultät veröffentlicht jährlich ein internes Angebot an Wahlfächern.

Falls Studierende Wahlfächer ablegen möchten, welche nicht in dieser Liste enthalten sind, muss dies vom zuständigen Studiengangsrat genehmigt werden.

## Organizzazione della didattica

Sono previsti vari tipi di attività didattiche che, in modi diversi, conferiscono conoscenze pratiche e teoriche:

### *Corso:*

insegnamento strutturato in regolari incontri con gli studenti e costituito da lezioni durante le quali il docente spiega il programma.

### *Esercitazione:*

attività che accompagna il corso ed è strutturata in regolari incontri con piccoli gruppi di studenti; durante l'esercitazione viene rielaborato il programma e/o lo studente applica le nozioni apprese durante la lezione; l'esercitazione può anche consistere nell'elaborazione di un progetto sotto la sistematica supervisione del docente.

### *Internship – Tirocinio :*

Tirocinio formativo e di orientamento: attività esterna svolta presso strutture private o della pubblica amministrazione, il cui fine è quello di realizzare un momento di alternanza tra studio e lavoro e di agevolare le scelte professionali mediante la conoscenza diretta del mondo del lavoro. Il tirocinio è disciplinato dal "Regolamento di tirocinio generale d'Ateneo".

Il carico di lavoro formativo dello studente è quantificato in 25 ore di lavoro per ogni credito formativo (CFU). La quota dell'impegno orario complessivo riservato allo studente per lo studio personale o per altre attività formative di tipo individuale è compresa tra le 13 e le 19 ore per ogni credito formativo (CFU). Il Consiglio di Facoltà delibera annualmente la quota dell'impegno orario complessivo riservata alle attività didattiche frontali.

## Organisation der Lehre

Es gibt verschiedene didaktische Aktivitäten, die auf unterschiedliche Art und Weise theoretische und praktische Kenntnisse vermitteln:

### *Vorlesung:*

In Vorlesungen wird der Lehrstoff durch den Dozenten in regelmäßig abgehaltenen Vorträgen vermittelt.

### *Übung:*

Übungen sind Veranstaltungen, welche begleitend zu Vorlesungen stattfinden und in denen die Durcharbeitung von Lehrstoffen sowie die Vermittlung von Fertigkeiten unter Mitarbeit des Studierenden in Kleingruppen erfolgt; die Übung kann auch in der Ausarbeitung eines Projektes unter der systematischen Anleitung eines Dozenten erfolgen.

### *Internship - Praktikum:*

Ausbildungs- und Orientierungspraktikum: externe Tätigkeit, die in einem Unternehmen oder einer öffentlichen Verwaltung durchgeführt wird, deren Zweck es ist, einen Austausch zwischen Studium und Arbeit zu schaffen und die Berufswahl durch direkte Kenntnis der Arbeitswelt zu erleichtern. Das Praktikum wird von der „Allgemeinen Praktikumsordnung der Universität“ geregelt.

Der Studienaufwand wird mit 25 Stunden pro Kreditpunkt (KP) festgesetzt. Der Zeitaufwand, der dem Studierenden für das Selbststudium und andere Formen des autonomen Lernens zur Verfügung steht, liegt zwischen 13 und 19 Stunden pro Kreditpunkt (KP). Der Fakultätsrat beschließt jährlich die Anzahl der für den Frontalunterricht vorgesehenen Stunden.



## Progetti di scambio

Le attività didattiche svolte presso la Facoltà possono essere sostituite da attività svolte presso altre istituzioni formative, italiane e straniere, nell'ambito della mobilità degli studenti a livello nazionale ed internazionale, nel rispetto delle disposizioni in materia contenute nel Regolamento didattico generale della Libera Università di Bolzano.

Gli studenti del corso di laurea possono conseguire un massimo di 60 CFU al di fuori della Libera Università di Bolzano nell'ambito dei programmi di scambio studenti (LLP/Erasmus, Accordi bilaterali, Free Mover).

## Austauschprogramme

Die an der Fakultät angebotenen Lehrtätigkeiten können in Übereinstimmung mit den diesbezüglichen Bestimmungen der Allgemeinen Studienordnung der Freien Universität Bozen auch durch Aktivitäten ersetzt werden, die an anderen italienischen oder ausländischen Bildungseinrichtungen, im Rahmen der nationalen oder internationalen Mobilität der Studierenden absolviert werden.

Die Studierenden des Bachelorstudienganges können maximal 60 Studienkreditpunkte außerhalb der Freien Universität Bozen im Rahmen von Austauschprogrammen (LLP/Erasmus, Bilaterale Abkommen, Free Mover) erzielen.

## Modalità degli esami

Sono previsti almeno tre appelli d'esame in ogni anno accademico, fissati dal Consiglio di Facoltà. Qualora lo/la studente/ssa non superasse un esame o si ritirasse dallo svolgimento dello stesso, potrà sostenerlo nuovamente una sola volta nel corso dello stesso anno accademico.

Gli esami di profitto, disciplinati da apposito regolamento, sono costituiti da una prova scritta, che si deve svolgere nella lingua d'insegnamento ufficiale. Un'eccezione è rappresentata dagli esami di lingua, che devono essere svolti in forma sia scritta sia orale.

Qualora lo/la studente/ssa non fosse in grado di certificare la conoscenza della lingua d'insegnamento ufficiale del corso almeno a livello B1 non può sostenere tale esame.

Le attività formative possono prevedere lo svolgimento di una prova intermedia.

Nel caso di attività organizzate in moduli, possono essere organizzate prove alla fine di ogni modulo. In ogni caso è prevista una valutazione collegiale unitaria del profitto cui partecipano i docenti responsabili dei singoli moduli.

## Prüfungen

Es sind mindestens drei Prüfungstermine pro akademisches Jahr vorgesehen, die jährlich vom Fakultätsrat festgelegt werden. Falls der/die Studierende eine Prüfung nicht besteht oder sich während derselben zurückzieht, kann er/sie besagte Prüfung lediglich ein weiteres Mal im Laufe desselben akademischen Jahres wiederholen.

Gemäß der entsprechenden Regelung finden die Prüfungen in schriftlicher Form statt und werden in der offiziellen Kurssprache abgehalten. Eine Ausnahme stellen die Sprachprüfungen dar, die sowohl in schriftlicher als auch in mündlicher Form stattfinden.

Können nachweisen Studierende die Kenntnis der offiziellen Unterrichtssprache des Faches mindestens auf Niveau B1 nicht, darf er/sie die entsprechende Prüfung nicht ablegen.

Die Bildungsaktivitäten können das Ablegen einer Zwischenprüfung vorsehen.

Im Falle von in Module gegliederten Tätigkeiten können am Ende jedes Moduls Teilprüfungen abgehalten werden. Zusätzlich ist eine einheitliche Kollegialbewertung vorgesehen, an der die verantwortlichen Dozenten der einzelnen Module teilnehmen.