

Level: Bachelor				
Course title: : Principles of Management (T107)				
Status: obligatory				
ECTS: 6				
Requirements: none				
Learning objectives Provide students with basic knowledge of economics and management with an emphasis on contemporary economic developments and modern management methods that experts of tourism should apply in their work.				
Learning outcomes Training in occupations and skills for understanding and addressing the economic and managerial jobs in tourism.				
Syllabus <i>Theoretical instruction</i> A brief historical overview of a theory of economic development. Defining the importance of management. Theories of management. Basic management activities. Planning (prediction, decision-making, operational planning). Organization (organizational design, organizational structure, delegation). Human resources (personnel planning, recruitment, selection, performance appraisal, rewards). Motivation. Communication. Guidance (leadership styles). Control. Organizational changes. <i>Practical instruction</i> Determining the basic theoretical assumptions and achieving their better understanding through interactive classes, based on analyzing the case studies. Instruction includes visits to prominent economists and managers working in the tourism sector, as well as visits to chambers of commerce, business systems, conferences and trade shows, seminars and student projects.				
Weekly teaching load 4(60)				Other:
Lectures: 2	Exercises: 2	Other forms of teaching: -	Student research: -	-