

Course Title	Management of Organisations and Marketing
Course Code	EBC1002
ECTS Credits	6,5
Assessment	Whole/Half Grades

Level	Introductory
Coordinator	Anna Huppertz, Irina Dolgoplova For more information:anna.huppertz@maastrichtuniversity.nl; i.dolgoplova@maastrichtuniversity.nl

When you have successfully finished this course, you are:

- * capable of studying in an academic problem-based learning environment
- * capable to give and receive feedback to/from your peers on their/your performance in the tutorial group setting
- * knowledgeable of the foundations of management and organisation studies
- * knowledgeable of the foundations of marketing studies
- * capable of understanding and explaining basic organisational and marketing problems in isolation
- * capable of applying marketing and management of organisations concepts in the context of an organisation

Literature Compiled from Robbins and Coulter & Solomon, Marshall and Stuart (2020), Management of Organisations and Marketing. Harlow: Pearson Education, first edition

The following rule applies to bachelor Fiscal Economics students who started the programme prior to academic year 2019/20.

TRANSITIONAL REGULATION (EBC1003):
Students who did not pass EBC1003 can continue with this course.

Evaluation in previous academic year

This course belongs to the following programme / specialisation	Bachelor Economics and Business Economics - Economics	Year 1 Compulsory Course(s)
	Bachelor Economics and Business Economics - Emerging Markets	Year 1 Compulsory Course(s)
	Bachelor Economics and Business Economics - Economics and Management of Information	Year 1 Compulsory Course(s)
	Bachelor Economics and Business Economics - International Business Economics	Year 1 Compulsory Course(s)