Course Descriptions None 2014-2015

Course Title	Management of Organisations and Marketing
Course Code	EBC1001
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	1-9-2014	24-10-2014	L	X		X	

Level	Introductory
Coordinator	Kelly Geyskens, Nicolle Bassie van den Elst For more information:k.geyskens@maastrichtuniversity.nl; nicolle.bassie-vandenelst@maastrichtuniversity.nl
Language of instruction	English
Goals	This introductory course Management of Organisations and Marketing serves two main purposes. First, it aims at providing you with crucial theoretical and practice-oriented knowledge that helps you to understand the functioning of companies and the behaviour of management in business contexts. This knowledge will be derived from two disciplines: management and organisation (1) and marketing (2). More details on the perspectives of these disciplines will be provided in the next section. A second purpose of this course relates to the development of basic learning skills that you will need throughout your study at Maastricht University. This skills training mainly focuses on Problem-Based Learning in an international classroom. We introduce the 7-jump, different roles in tutorial groups and various PBL working methods. During the group sessions, you will have ample opportunity to practice your newly acquired PBL skills. When you have successfully finished this course, you are: -capable of studying in an academic problem-based learning environment -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
Description	This course, which has an evident business administration character, addresses the issues of managing organisations and their marketing activities. This course introduces the basic concepts necessary to analyze and understand the functioning of any organisation, among others management, culture, and structure. Fundamental aspects like what management is and why we should study it will be dealt with, firstly. Subsequently, managerial responsibilities, ethics and diversity, teams, decision making, learning and structure will be discussed. Based on this knowledge the course deals with challenges faced by organisations nowadays. The marketing part of this course builds upon ‘marketing orientation' as a foundation of contemporary firms. Attention is, for instance, paid to basic marketing tools, positioning and segmentation strategies, and customer motivation. Throughout the course examples of real life problems Organisations face are given. Next to these main subjects, practical skills deemed relevant for a successful study career will be emphasised.
Literature	Introductory marketing book Introductory management book Articles
Prerequisites	An advanced level of English
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork
Assessment methods	Attendance / Participation / Written Exam
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation	
Bachelor International Business	Year 1 Compulsory Courses