# Course Descriptions None 2015-2016

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

Period

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
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| 1 | 31-8-2015 | 23-10-2015 | L | | X | | X |

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| 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.<br><br>When you have successfully finished this course, you are:<br>-capable of studying in an academic problem-based learning environment<br>-knowledgeable of the foundations of management and organisation studies<br>-knowledgeable of the foundations of marketing studies<br>-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 analyse 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, and structure will be discussed among others. Based on this knowledge the course deals with challenges faced by organisations nowadays.<br>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<br>Introductory management book<br>Articles<br>Literature on PBL in an international classroom |
| 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

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| Bachelor Economics and Business Economics Year 1 | Compulsory Courses | |