Course Descriptions None 2021-2022

Course Title	Management of Organisations and Marketing
Course Code	EBC1001
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	30-8-2021	15-10-2021	L	X		X	

Level	Introductory
Coordinator	Kelly Geyskens, Julia Kensbock For more information:k.geyskens@maastrichtuniversity.nl; j.kensbock@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 * 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
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, culture, ethics, corporate responsibility, teams, decision making, and structure will be discussed among others. Based on this knowledge the course deals with challenges faced by managers of 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.\nNext to these main subjects, practical skills deemed relevant for a successful study career will be emphasised.
Literature	Book and academic articles
Prerequisites	The course EBC1003 has been cancelled. This does NOT affect EBC1001 and EBC1002. 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. PREREQUISITES: An advanced level of English
Teaching methods	PBL / Presentation / Lecture / Assignment / Papers / Groupwork
Assessment methods	Final Paper / Attendance / Participation / Assignment / Presentation
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 - Emerging Markets	Year 1 Compulsory Course(s)
Bachelor International Business	Year 1 Compulsory Course(s)