# Course Descriptions None 2024-2025

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| Course Title | Management of Organisations and Marketing |
| Course Code | EBC1003 |
| ECTS Credits | 6,5 |
| Assessment | Whole/Half Grades |

Period

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
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| 1 | 2-9-2024 | 20-10-2024 | L | | X | | X |

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| Level | Introductory |
| Coordinator | Anna Huppertz, Irina Dolgopolova For more information:anna.huppertz@maastrichtuniversity.nl; i.dolgopolova@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>* capable to give and receive feedback to/from your peers on their/your performance in the tutorial group setting<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<br>* capable of applying marketing and management of organisations concepts in the context of an organisation |
| Description | During this course students learn the major aspects of organizations' management as well as marketing strategies. Besides, xthey are confronted with many new aspects of studying at Maastricht University, for example, Problem-Based Learning (PBL) and the Student Portal. Management has to ensure that organizations run smoothly - making sure that employees are motivated to work, teams are functioning properly, and resources are allocated efficiently and used effectively. During this course, we discuss what management is, including important aspects like culture, decision-making, teams, structure, and corporate responsibility. Besides, crucial marketing aspects are discussed. Specifically, students learn how to make marketing decisions (e.g., how to set up a strategic marketing strategy or the ethical factors involved in marketing decisions) and how to understand customers' needs (consumer behavior in business-to-consumer and business-to-business markets; target marketing strategies and marketing in international markets). |
| Literature | Compiled from Robbins and Coulter & Solomon, Marshall and Stuart (2020), Management of Organisations and Marketing, Harlow: Pearson Education, first edition |
| Prerequisites | The course EBC1003 is in transition for the bachelor Fiscal Economics. This does NOT affect EBC1001 and EBC1002.<br><br>The following rule applies to bachelor Fiscal Economics students who started the programme prior to academic year 2019-2020.<br>TRANSITIONAL REGULATION (EBC1003):<br>The bachelor Fiscal Economics has been discontinued.<br><br>There will be repeat education for year 1 and year 2 courses up to and including academic year 2025-2026 and exam-only up to and including academic year 2026-2027. For year 3 courses there will be repeat education up to and including 2026-2027 and exam-only up to and including academic year 2027-2028.<br><br>Whether a course is in transition, cancelled, or replaced may depend on the cohort you are in. Sometimes there are additional criteria. It is therefore very important to carefully read the EER and the addendum so you can apply the rules to your individual situation.<br><br>PREREQUISITES:<br>An advanced level of English |
| Teaching methods | PBL / Presentation / Lecture / Assignment / Groupwork / Skills |
| Assessment methods | Attendance / Written Exam / Assignment / Presentation / Take home 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 Fiscal Economics | Transitional Regulation |