Course Descriptions None 2026-2027

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
1	31-8-2026	16-10-2026	L		X		X

Level	Introductory
Coordinator	Elisabeth Brüggen, Anna Huppertz, Irina Dolgopolova For more information:e.bruggen@maastrichtuniversity.nl; 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. 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 introductory course, 'Management of Organisations and Marketing', has two main purposes. First, it aims to provide you with crucial theoretical and practice-oriented knowledge that helps you understand the functioning of companies and the behaviour of people in business contexts. This knowledge will be derived from two disciplines, Management of Organisations and Marketing. The second purpose of this course relates to developing the basic learning skills that you will need throughout your study at Maastricht University. One part of the skills focuses on Problem-Based Learning (PBL) skills in an international classroom. The other part will focus on the basic skills useful in your study and your professional career. Course objectives include: * Students are knowledgeable of the foundations of management and organisational studies. * Students are knowledgeable of the foundations of marketing. * Students are capable of understanding and explaining basic organisational and marketing concepts. * Students apply marketing and management concepts in the context of an organisation. * Students are capable of studying in an academic problem-based learning environment. * Students learn how to give and receive feedback.
Literature	Management of Organisations and Marketing 2nd edition, (2024). Pearson Education Limited. ISBN 9781800068759
Prerequisites	An advanced level of English.
Keywords	
Transitional Regulations	
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork / Skills
Assessment methods	Written Exam / 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 Economics and Business Economics - Economics	Year 1 Compulsory Courses
Bachelor Economics and Business Economics - Emerging Markets	Year 1 Compulsory Courses
Bachelor Economics and Business Economics - Economics and Management of Information	Year 1 Compulsory Courses
Bachelor Economics and Business Economics - International Business Economics	Year 1 Compulsory Courses