Course Descriptions Bachelor 2023-2024

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	4-9-2023	20-10-2023	L		X		X

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. 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	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 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 / 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

Bachelor Economics and Business Economics - Economics	Year 1 Compulsory Course(s)
Bachelor Economics and Business Economics - Emerging Markets	Year 1 Compulsory Course(s)
Bachelor Economics and Business Economics - Economics and Management of Information	Year 1 Compulsory Course(s)
Bachelor Economics and Business Economics - International Business Economics	Year 1 Compulsory Course(s)