

Organizzazione aziendale

Prof. Luigi Enrico Golzio

Educational objectives:

- to introduce students to the organization discipline & principles of the organizational design;
- to analyze organizational forms and their functioning.

Contents covered:

- the concept of the organization and its evolution. Ways of coordination (culture, formal and informal norms, hierarchy, group, negotiation);
- organizational forms: Simple & its variations; Unitary or Functional & its hybrid; multi Divisions, Holding group);
- The network form and its variations: social, bureaucratic, proprietary ones

Teaching methods used in each session

- inductive and active methods: classroom and companies cases discussions, exercises and simulations;
- traditional methods to transmit theoretical concepts: lesson, examples and discussion.

Exam

Legenda; Chapter, Cap.; paragraph, p.

- the oral exam on the topics covered during the course on the teaching material (slides) distributed during each sessions;
- the oral exam consists in three questions, each of them values 10 points max. The final score is the addition of scores of each of the three answers

Bibliography

Luigi Golzio, L'organizzazione dell'impresa di servizi, Giappichelli Editore, Torino, seconda edizione, 2021 + the paper Il Sistema turistico of the same author

Lalir, Lalit Mantova 27/10/2025

UNIVERMANTOVA
THE THREE-YEAR DEGREE IN
“SCIENZE DELLA MEDIAZIONE LINGUISTICA”
SPECIALIZED COURSES OF STUDY:
LANGUAGES FOR INTERNATIONAL RELATIONS
(LALIR, L-12)
LANGUAGES FOR TOURISM MANAGEMENT
(LALIT, L-12)

COURSE
ORGANIZZAZIONE AZIENDALE (II ANNO, 6CFU, 36H)
SECS/P010

EDUCATIONAL OBJECTIVES, TEACHING METHODS,
PROGRAM OF COVERED CONTENTS
A.A. 2025-2026

Eductional objectives:

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Sess.& slides	Scientific topics covered	Teaching material
Sess.1 Slides per 1-2-3 h.	The organization discipline. The organizational behavior. The role and its process of the assumption. Role tensions: The human resources (HR) management. Discussion of the <i>Cooperativa mezzo litro case</i>	Professor's slides Text, cap. 4, p. 14,15;The <i>Cooperativa mezzo litro case</i>
Sess.2 Slides per 4-5-6 h.	Ways of coordination (I): the hierarchy: the agency relationship with managers. Discussion of the <i>Antonio Fantoni case</i>	Professor's slides Text, cap. 4. p.17 pp. 194-201. The <i>Antonio Fantoni case</i>
Sess.3 Slides per 7-8-9 h.	Ways of coordination (II): the distributive, integrative and mixed negotiation: counterparts strategy. <i>Bargaining simulations</i>	Professor's slides. <i>Bargaining simulations</i>
Sess.4 Slides per 10-11-12 h.	Ways of coordination (III): the group, its life-cycle and typologies. The paradox of the group. Discussion of the <i>La pipa Castello case</i>	Professor's slides. Text, cap. 2 p.7, The <i>La pipa Castello case</i>
Sess.5 Slides per 13-14.15 h.	Ways of coordination (IV): the organizational culture, rules, norms and procedures. Discussion of the <i>General Gypsum case</i>	Professor's slides Text, Cap. 6 p. 22,23,24. The <i>General Gypsum case</i>
Sess.6 Slides per 16-17-18 h.	The simple organizational form and its variations: elementary, artisan and the peer group ones. Discussion of <i>Net-to-skin case</i>	Professor's slides , Text, cap 6, p.22, 23,24. The <i>Net-to-skin case</i>

Sess. & slides	Scientific topics covered	Teaching material
Sess.7 Slides per 19-20-21 h.	The unitary form, or input-based, or Functional. Discussion of the <i>Elettrodomestici Modenese S.p.A. case</i>	Professor's slides Text cap.6p.25. <i>Elettrodomestici Modenese case</i>
Sess.8 Slides per 22-23-24 h.	The service and its different meanings, and its delivery. The human resources management in services companies: the personnel idea. The services management system. Discussion of <i>J.Claude Decaux case</i>	Professor's slides Text cap. 1,2. The <i>J.Claude Decaux case</i>
Sess.9 Slides per 25-26-27 h	The tourism: flows, services, the tourism industry. The governance of the tourism in Italy. The social network organizational form in tourist services. Discussion of <i>La cooperativa turistica di comunità i briganti del Cerreto case</i>	Professor's slides The <i>La cooperativa turistica di comunità i briganti del Cerreto case</i>
Sess.10 Slides per 28-29-30 h.	The tourist destination: its life cycle. The local tourist system locale (STL). The bureaucratic network form in tourist services: the <i>franchising</i> in the catering industry Discussion of <i>100 Montaditos & La destinazione turistica Vico Equense</i>	Professor's slides, Paper <i>Il sistema turistico. The 100 Montaditos & the La destinazione turistica Vico Equense cases</i>
Sess.11 Slides per 31-32-33 h.	The tourist offer: economic actors of the tourist supply chain (I). The comparison of two travel agencies Discussion of <i>Limes viaggi versus Pegasus cases</i>	<i>Paper Il Sistema turistico. The Limes viaggi versus Pegasus cases</i>

Sess.& slides	Argomento scientifico trattato	Materiali didat.
Sess.12 Slides per 34-35-36 h.	The tourist offer: economic actora of the tourist supply chain (II). The management system of a low cost transport company. Discussion of the <i>Flixbus case</i>	<i>Professor's slides</i> Text, cap.7 & paper Il Sistema turistico. The <i>Flixbus case</i>

The learning assesment	Teaching material to be studied
Legenda: Slides; Chapter Cap.; paragraph., p The learning assessment: - the oral exam on the topics covered during the course on the teaching material (slides) distributed during each sessions; - the oral exam consists in three questions, each of them values 10 points max. The final score is the addition of scores of each of the three answers	Text adopted during the course : Luigi Golzio, L'organizzazione dell'impresa di servizi, Giappichelli Editore, Torino, seconda edizione, 2021+ the paper Il sistema turistico of the same author