

COURSE DESCRIPTION

COURSE DETAILS

Title (of the course): **GESTIÓN DE EMPRESAS HOTELERAS Y DE RESTAURACIÓN**

Code: 101703

Degree/Master: **GRADO DE TURISMO**

Year: 2

Name of the module to which it belongs: GESTIÓN DE EMPRESAS TURÍSTICAS

Field: GESTIÓN DE EMPRESAS TURÍSTICAS

Character: OBLIGATORIA

Duration: FIRST TERM

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform:

LECTURER INFORMATION

Name: PEDRAZA RODRIGUEZ, JOSÉ ANTONIO (Coordinator)

Department: ESTADÍSTICA, ECONOMETRÍA, INVESTIGACIÓN OPERATIVA, ORGANIZACIÓN DE EMPRESAS Y

Area: ORGANIZACIÓN DE EMPRESAS

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PREREQUISITES AND RECOMMENDATIONS

Prerequisites established in the study plan

There are no prerequisites to take this course. It is advisable to have an overview of the organizations and knowledge of the specific aspects of the functional departments that comprise it. For this reason, it is recommended to have completed the subjects of economic and business content from previous courses.

Recommendations

None specified

INTENDED LEARNING OUTCOMES

CB1

CB2

CB3

CB4

CB5

CB6

CB7

CB8

CE7

CE17

CE18

CE19



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OBJECTIVES

- 1) Knowledge of the fundamentals of integrated business management and, in particular, of hotel and catering companies.
- 2) Practical and operative application of the basic tools and principles of business management to the different functional areas of hotel and catering companies.
- 3) Analysis of the factors that determine (and can determine) changes in the management of hotel and catering companies.

CONTENT

1. Theory contents

1. GENERAL FUNDAMENTALS OF THE MANAGEMENT OF THE HOTEL AND RESTAURANT COMPANY

- * INTRODUCTION TO BUSINESS MANAGEMENT: LEADERSHIP IN THE HOTEL AND RESTAURANT BUSINESS
- * INTRODUCTION TO THE BUSINESS ORGANIZATION: FUNDAMENTAL DIMENSIONS IN ORGANIZATIONS AND THE ORGANIZATIONAL STRUCTURE IN THE HOTEL AND RESTAURANT COMPANY
- * THE ENVIRONMENT AND THE SECTOR OF THE HOTEL AND RESTAURANT COMPANY: SWOT ANALYSIS
- * REGULATORY FRAMEWORK AND MAIN CLASSIFICATIONS AND DEFINITIONS

2. THE MANAGEMENT OF THE HOTEL COMPANY

- * CHARACTERISTICS and SPECIFICITIES
- * ORGANIZATIONAL STRUCTURE
- * NEW TRENDS: VALUE CHAIN AND ONLINE COMMENT MANAGEMENT

3. THE MANAGEMENT OF THE RESTAURANT COMPANY

- * ORGANIZATIONAL STRUCTURE
- * INCOME AND COSTS IN RESTORATION: INCOME AND COSTS IN RESTORATION: ENGINEERING MENU AND BCG MATRIX. OMNES PRINCIPLES
- * THE RESTAURANT OFFER: MENU AND LETTER DESIGN

4. OPERATIONAL BUSINESS MANAGEMENT TOOLS

- * PLANNING IN THE HOTEL AND RESTAURANT COMPANY
- * DECISION MAKING IN THE HOTEL AND RESTAURANT BUSINESS

2. Practical contents

For the learning of the contents, practical cases will be developed. They will be of a different nature according to the different objectives of each didactic unit.

SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Gender equality
 Decent work and economic growth
 Industry, innovation and infrastructure
 Reduced inequalities
 Responsible consumption and production

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METHODOLOGY

General clarifications on the methodology (optional)

The attendance and participation of the students in class is recommended for the best knowledge of the subject. Tutorial hours are available (from 10:00 a.m. to 11:00 a.m. on Mondays; from 11:00 a.m. to 12:00 p.m. on Fridays), making it necessary to contact the teaching staff responsible for the subject in advance.

Methodological adaptations for part-time students and students with disabilities and special educational needs

For part-time students, their condition and availability in the subject will be taken into account, both in its development and in its evaluation. The adaptation of the part-time student to the subject will be carried out by mutual agreement between the responsible teacher and the students involved at the beginning of the semester. The evaluation criteria will always guarantee equal rights and opportunities among all colleagues

Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	2	1	3
<i>Case study</i>	9	10	19
<i>Group work (cooperative)</i>	2	3	5
<i>Lectures</i>	21	-	21
<i>Speaking Activities</i>	1	1	2
<i>Text analysis</i>	5	-	5
<i>Text commentary</i>	5	-	5
Total hours:	45	15	60

Off-site activities

Activity	Total
<i>Activities</i>	25
<i>Analysis</i>	5
<i>Exercises</i>	10
<i>Information search</i>	5
<i>Self-study</i>	45
Total hours	90

COURSE DESCRIPTION**WORK MATERIALS FOR STUDENTS**

Case studies
 Exercises and activities
 Oral presentations
 References

EVALUATION

Intended learning	Case study/clinical case discussion/scientific work discussion	Exams	Problem solving
CB1			X
CB2	X	X	
CB3			X
CB4		X	
CB5		X	
CB6		X	
CB7	X		
CB8		X	
CE17	X		
CE18		X	
CE19		X	
CE7			X
Total (100%)	20%	40%	40%
Minimum grade	5	5	5

(*)Minimum mark (out of 10) needed for the assessment tool to be weighted in the course final mark. In any case, final mark must be 5,0 or higher to pass the course.

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Attendance will be assessed?:

No

General clarifications on instruments for evaluation:

The qualifications of the different assessment instruments will be maintained until the last call of the same academic year.

Students who, for legally established reasons, cannot attend the face-to-face sessions must provide documentary evidence to the teaching staff at the beginning of the subject.

Repeating students may choose to follow the normal development of the course or take a final test, according to the different assessment instruments established in general (minimum grades included).

Clarifications on the methodology for part-time students and students with disabilities and special educational needs:

For part-time students, their condition and availability in the subject will be taken into account, both in its development and in its evaluation. The adaptation of the part-time student to the subject will be carried out by mutual agreement between the responsible teacher and the students involved at the beginning of the semester. The evaluation criteria will always guarantee equal rights and opportunities among all colleagues

Clarifications on the evaluation of the extraordinary call and extra-ordinary call for completion studies:

They must meet the minimum grades required in each of the selected instruments

Qualifying criteria for obtaining honors:

The teaching staff of the subject may award the mention of honors to students who have obtained a grade higher than 9.0. Their number may not exceed 5% of the students enrolled in the subject.

BIBLIOGRAPHY

1. Basic Bibliography

Bardi, J. A. (2021). *Hotel-Front-Office-Management*. Wiley

Jagels, M. G., & Coltman, M. M. (2004). *Hospitality Management Accounting*, John Wiley and Sons.

Harper, D. (2016). *Hotels and Resorts: An investor's guide*. Taylor & Francis.

Wood, R. C. (Ed.). (2017). *Hotel Accommodation Management*. Routledge.

Gordon, R. T., & Brezinski, M. H. (2016). *The complete restaurant management guide*. Routledge.

2. Further reading

EXCELTUR (www.exceltur.org).

FEDERACIÓN ESPAÑOLA DE HOSTELERÍA Y RESTAURACIÓN (www.fehr.es).

REVIEWPRO (www.reviewpro.com),

RITUREM Revista Internacional de Turismo y Empresa (www.uco.es/ucopress/ojs/index.php/riturem)

RIDETUR Revista Internacional de Derecho del Turismo (www.uco.es/ucopress/ojs/index.php/ridetur)

COORDINATION CRITERIA

Common learning outcomes

Visits organization

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The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.