COURSE DESCRIPTION

COURSE DETAILS

Title (of the course): **DIRECCIÓN Y GESTIÓN DE EMPRESAS TURÍSTICAS**
Code: 101692
Degree/Master: **GRADO DE TURISMO** Year: 1
Name of the module to which it belongs: FORMACIÓN BÁSICA EN CIENCIAS ECONÓMICAS, EMPRESARIALES Y TURISMO
Field: EMPRESA
Character: BASICA 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: CAÑIZARES SEVILLA, SANTIAGO (Coordinator)
Department: ESTADÍSTICA, ECONOMETRÍA, INVESTIGACIÓN OPERATIVA, ORGANIZACIÓN DE EMPRESAS Y
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PREREQUISITES AND RECOMMENDATIONS

Prerequisites established in the study plan

None

Recommendations

None specified

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INTENDED LEARNING OUTCOMES

CB1	Developing the ability to analyse and summarise
CB2	Demonstrating the ability to organise yourself and plan
CB3	Written and oral communication in Spanish
CB4	Being able to work as a team
CB5	Developing skills in interpersonal relationships
CB6	Demonstrating critical thinking
CB7	Autonomous learning.
CB8	To acquire skills and an ethical commitment to contribute to creating a fairer and more respectful society with regards basic human rights.
CU2	Improving user-level skills in ICT
CE9	To understand and to be able to apply basic Business Management principles
CE16	The management of the different types of tourism organisations
CE17	To plan and manage the resources of tourism organisations.

OBJECTIVES

Achieve a global and inclusive vision of the company, and in particular, of the tourism business:
- Know the science of management and business economics: The tourism, the company, and the entrepreneur in family and tourism business.
- Understand the company, the main subsystems that comprise it and their interrelations: Supply, production, commercial, financial and investment.
- Realize the management subsystem both at a strategic and technical/operational levels for decision-making.
-Comprehend the general aspects of managerial activity, highlighting the importance of human resources management as well as contributing to the fulfillment of Sustainable Development Goals.
- Promote entrepreneurship and teamwork by applying the knowledge acquired in a tourism business project.

CONTENT

1. Theory contents

Unit 1: The Economy of the Company, tourism and its economic impact. Entrepreneurship in the tourism company.

Unit 2: The company: Concept, elements and functions of the company. Historical evolution of the company. Goals and objectives. Groups of interest (stakeholders). Type of companies.

Unit 3: The Entrepreneur: Concept, historical evolution and theories about the entrepreneur. The individual entrepreneur. Limited companies. The family business.

The Production subsystem:

Unit 4: Productive activity: Value creation. R+D+I. Objectives. Productivity. Strategic and tactical decisions.

Unit 5: Income and Production Costs. Stages in the cost formation process. Breakeven threshold. Size and occupation. Degree of operating leverage. Cost decisions: outsourcing of activities; produce or buy and location. Supply management.

The financial subsystem of the company:

Unit 6: Introduction to financial decisions. Financing concept. External financing and internal financing.

Unit 7: Analysis and evaluation of investments: The investment and financing of the company. Analysis and investment selection criteria.

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Unit 8: Commercial subsystem. The marketing plan.
Unit 9: The administrative subsystem.
Concept of administration. Administrative functions. Planning

2. Practical contents

Each topic has cases, exercises and practical activities that guide both individual and group work. It includes a summary of the most important concepts as well as a self-assessment questionnaire.

SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Gender equality
Decent work and economic growth
Reduced inequalities
Responsible consumption and production
Peace, justice and strong institutions
Partnerships for the goals

METHODOLOGY

General clarifications on the methodology (optional)

Those who certify by means of proof the impossibility of regular class attendance, may pass the subject as long as, after meeting with the teaching staff to be informed of the evaluation system to be applied, they submit in a timely manner as many works, reviews and exercises, as determined, using for this the tutoring time that the professor deems necessary. The student must communicate his/her particular condition sufficiently in advance: at the beginning of the semester or, as the case may be, as soon as possible supervening causes make it necessary to adopt blended learning.

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

Methodological adaptations for students with disabilities and special educational needs: reasonable adjustments will be made according to the particular needs of the students to guarantee his/her individual rights under equal conditions.

Face-to-face activities

Activity	Large group	Medium group	Total
Assessment activities	4	2	6
Case study	6	2	8
Debates	4	-	4
Group presentation	5	-	5
Group work (cooperative)	-	8	8
Lectures	16	-	16
Projects	4	1	5
Speaking Activities	6	2	8

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Activity	Large group	Medium group	Total
Total hours:	***45***	***15***	***60***

Off-site activities

Activity	Total
Activities	20
Exercises	20
Group work	20
Information search	10
Self-study	20
Total hours	***90***

WORK MATERIALS FOR STUDENTS

Case studies
Coursebook
Exercises and activities
Oral presentations
Placement booklet
References

Clarifications

All teaching material is published on the UCO's moodle platform.

EVALUATION

Intended learning	Case Studies	Exams	Problem solving	Project
CB1	X		X	X
CB2	X		X	X
CB3	X			X
CB4	X			X
CB5	X		X	X
CB6	X		X	
CB7	X			X

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Intended learning	Case Studies	Exams	Problem solving	Project
CB8			X	X
CE16		X	X	
CE17	X	X		X
CE9	X	X	X	X
CU2	X			X
Total (100%)	***10%***	***60%***	***10%***	***20%***
Minimum grade	***8***	***3.5***	***8***	***6***

(*)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.

Attendance will be assessed?:

No

General clarifications on instruments for evaluation:

Throughout the course, individual work and projects will be carried out. Its development will be done both face-to-face in the classroom, and non-face-to-face, work at home. These works and activities will be valued as a whole with 20% of the final grade (10% resolution of problems and exercises, 10% case study) The minimum grade required to pass the subject in these works of 8 (out of 10). The Project (group work) must be carried out throughout the course, and will be presented at the end of the semester. The weighting of the final mark will be 20% and it will be necessary to obtain a minimum mark of 6 (out of 10). The final exam will consist of a theoretical multiple choice test that will account for 30% of the final grade, and a case resolution test and practical assumptions that will account for 30% of the final grade. In order to apply the percentages set forth above, the student must pass the final exam and must achieve a minimum of 3.5 points (out of 10) in each of the parts of the exam (theory and practice).
Valid during current academic year.

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

Throughout the course, individual work and projects will be carried out. Its development will be done both face-to-face in the classroom, and non-face-to-face, work at home. These works and activities will be assessed as a whole with 20% of the final grade (10% resolution of problems and exercises, 10% practice notebook) The minimum grade required to pass the subject in these works of 8 (out of 10). The Project (group work) must be carried out throughout the course, and will be presented at the end of the semester. The weighting of the final mark will be 20% and it will be necessary to obtain a minimum mark of 6 (out of 10). The student enrolled with difficulty to meet the required percentage of participation, must carry out an additional work whose effort will be proportional to the number of hours of non-attendance, work on which he/she will make a presentation at the end of the semester. The content and requirements of said work will be defined by the professor.
The final exam will consist of a theoretical multiple choice test that will account for 30% of the final grade, and a case resolution test and practical assumptions that will account for 30% of the final grade. In order to apply the percentages set forth above, the student must pass the final exam and must achieve a minimum of 3.5 points (out

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of 10) in each of the parts of the exam (theory and practice).

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

The final grade that is collected in the minutes of both meetings will correspond to 100% of the grade obtained in the exam.

Qualifying criteria for obtaining honors:

Obtain the maximum score and a grade equal to or greater than 9.

BIBLIOGRAPHY

1. Basic Bibliography

1. Basic Bibliography

MARTIN ROJO, I. (2014). Direccio´n y Gestio´n de empresas del sector turi´stico. Ed. Pira´mide. CASANUEVA ROCHA, C. Y OTROS. (2004). Organizacio´n y gestio´n de empresas turi´sticas. Ed. Pira´mide.

PARRA LOPEZ, E. Y CALERO GARCIA, F. (2006). Gestio´n y Direccio´n de Empresas Turi´sticas. Ed. McGraw-Hill. 2.

FUENTES FUENTES, Ma...CORDO´N POZO, E (Coords (2014)). Fundamentos de direccio´n y administracio´n de Empresas. Ed. Pira´mide.

PEREZ GOROSTEGUI, E. (2017). Curso de Introduccio´n a la Economi´a de la Empresa. Ed. Centro de Estudios Ramo´n Areces.

PEREZ GOROSTEGUI, E. (2010). Casos Pra´cticos de Introduccio´n a la Economi´a de la Empresa. Ed. Centro de Estudios Ramo´n Areces.

PE´REZ-CARVALLO VEIGA, J.F. (2008). Control de la gestio´n empresarial. Ed. Esic.

2. Further reading

2. Further bibliography

Beech, J. G., Beech, J., & Chadwick, S. (Eds.). (2006). The business of tourism management. Pearson education.

Collins, K. H. (2015). Handbook on tourism development and management. Nova Science Publishers Inc.

Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018). Tourism: Principles and Practice (6th Editio). Harlow, England: Pearson.

Lee-Ross, D., & Lashley, C. (2010). Entrepreneurship and small business management in the hospitality industry. Routledge.

Leslie, D. (2014). Tourism enterprise: Developments, management and sustainability. CABI.

Page, S.J. (2019). Tourism Management (6th ed.). Routledge.

Weaver, D. B., & Lawton, L. (2014). Tourism management. John Wiley & Sons Australia, Ltd.

COORDINATION CRITERIA

Common evaluation criteria

Common learning outcomes

Tasks deadlines

COURSE DESCRIPTION

SCHEDULE

Period	Assessment activities	Case study	Debates	Group presentation	Group work (cooperative)	Lectures	Projects	Speaking Activities
1# Fortnight	0,0	1,0	1,0	1,0	1,0	2,0	1,0	1,0
2# Fortnight	1,0	1,0	0,0	0,0	1,0	2,0	1,0	1,0
3# Fortnight	0,0	1,0	1,0	1,0	1,0	2,0	0,0	1,0
4# Fortnight	1,0	1,0	1,0	0,0	1,0	2,0	1,0	1,0
5# Fortnight	1,0	1,0	0,0	1,0	1,0	2,0	0,0	1,0
6# Fortnight	1,0	1,0	1,0	0,0	1,0	2,0	1,0	1,0
7# Fortnight	1,0	1,0	0,0	1,0	1,0	2,0	0,0	1,0
8# Fortnight	1,0	1,0	0,0	1,0	1,0	2,0	1,0	1,0
Total hours:	***6,0***	***8,0***	***4,0***	***5,0***	***8,0***	***16,0***	***5,0***	***8,0***

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.

CONTINGENCY PLAN: CASE SCENARIO A

Case scenario A will correspond to a diminished on-site academic activity due to social distancing measures affecting the permitted capacity of classrooms.

METHODOLOGY

General clarifications on the methodology on case scenario A

A multimodal (hybrid) teaching system will be adopted, combining both on-site and remote classes via videoconference (synchronous) that will be held in the timetable approved by the corresponding Faculty or School. The time distribution of teaching activities (both on-site and remote) will be decided by the aforementioned Faculties and Schools bearing in mind the permitted capacity of classrooms and social distancing measures as established at that time.

Those who certify by means of proof that they are unable to attend class regularly may pass the subject as long as, after interviewing the teaching staff to be informed of the evaluation system that will be applied, they submit in a timely manner as many works, reviews, exercises or any instruments are determined, using for this the tutorials that the teaching staff deems necessary. The student must communicate it sufficiently in advance (at the beginning of the semester or, as the case may be, as soon as possible supervening causes force them to adopt blended learning).

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EVALUATION

Intended learnig	Case Studies	Exams	Problem solving	Project
CB1	X		X	X
CB2	X		X	X
CB3	X			X
CB4	X			X
CB5	X		X	X
CB6	X		X	
CB7	X			X
CB8			X	X
CE16		X	X	
CE17	X	X		X
CE9	X	X	X	X
CU2	X			X
Total (100%)	***15%***	***50%***	***15%***	***20%***
Minimum grade	***4***	***4***	***4***	***4***

(*)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.

Attendance will be assessed (Scenario A)?:

No

General clarifications on instruments for evaluation (Scenario A):

Throughout the course, individual work and projects will be carried out. Its development will be done both face-to-face in the classroom, and non-face-to-face, work at home. These works and activities will be assessed as a whole with 20% of the final grade (15% resolution of problems and exercises, 15% practice notebook) The minimum grade required to pass the subject in these works of 8 (out of 10). The Project (group work) must be carried out throughout the course, and will be presented at the end of the semester. The weighting of the final mark will be 20% and it will be necessary to obtain a minimum mark of 6 (out of 10). The final exam will consist of a theoretical multiple choice test that will account for 25% of the final grade, and a case resolution test and practical assumptions that will account for 35% of the final grade. In order to apply the aforementioned percentages, the student must pass the final exam and must achieve a minimum of 4 points (out of 10) in each of the parts of the exam (theory and practice).

Valid during current academic year.

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

Throughout the course, individual work and projects will be carried out. Its development will be done both face-to-face in the classroom, and non-face-to-face, work at home. These works and activities will be assessed as a whole with 30% of the final grade (15% resolution of problems and exercises, 15% practice notebook) The minimum grade required to pass the subject in these works of 8 (out of 10). The Project (group work) must be carried out throughout the course, and will be presented at the end of the semester. The weighting of the final mark will be 20% and it will be necessary to obtain a minimum mark of 6 (out of 10). The student enrolled with difficulty to meet the required percentage of participation, must carry out an additional work whose effort will be proportional to the number of hours of non-attendance, work on which he will make a presentation at the end of the semester. The content and requirements of said work will be defined by the professor.

The final exam will consist of a theoretical multiple choice test that will account for 25% of the final grade, and a case resolution test and practical assumptions that will account for 25% of the final grade. In order to apply the aforementioned percentages, the student must pass the final exam and must achieve a minimum of 4 points (out of 10) in each of the parts of the exam (theory and practice).

CONTINGENCY PLAN: CASE SCENARIO B

Case scenario B will bring about a suspension of all on-site academic activities as a consequence of health measures.

METHODOLOGY

General clarifications on the methodology on case scenario B

On-site teaching activities will be held via videoconference (synchronous) in the timetable approved by the corresponding Faculty or School. Alternative activities will be proposed for reduced groups in order to guarantee the acquisition of course competences.

Those who certify by means of proof that they are unable to attend class regularly may pass the subject as long as, after interviewing the teaching staff to be informed of the evaluation system that will be applied, they submit in a timely manner as many works, reviews, exercises or any instruments are determined, using for this the tutorials that the teaching staff deems necessary. The student must communicate it sufficiently in advance (at the beginning of the semester or, as the case may be, as soon as possible supervening causes force them to adopt blended learning)

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EVALUATION

Intended learnig	Case Studies	Exams	Problem solving	Project
CB1	X		X	X
CB2	X		X	X
CB3	X			X
CB4	X			X
CB5	X		X	X
CB6	X		X	
CB7	X			X
CB8			X	X
CE16		X	X	
CE17	X	X		X
CE9	X	X	X	X
CU2	X			X
Total (100%)	***15%***	***50%***	***15%***	***20%***
Minimum grade	***4***	***4***	***4***	***4***

(*)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.

Moodle Tools	Case Studies	Exams	Problem solving	Project
Participation				X
Questionnaire	X	X	X	
Task	X		X	X
Videoconference				X

Attendance will be assessed (Scenario B)?:

No

COURSE DESCRIPTION

General clarifications on instruments for evaluation (Scenario B):

Throughout the course, individual work and projects will be carried out. Its development will be done both face-to-face in the classroom, and non-face-to-face, work at home. These works and activities will be assessed as a whole with 30% of the final grade (15% resolution of problems and exercises, 15% practice notebook -case studies-) The minimum grade required to pass the subject in these works of 8 (out of 10). The Project (group work) must be carried out throughout the course, and will be presented at the end of the semester. The weighting of the final mark will be 30% and it will be necessary to obtain a minimum mark of 6 (out of 10). The final exam will consist of a theoretical multiple choice test that will account for 25% of the final grade, and a case resolution test and practical assumptions that will account for 35% of the final grade. In order to apply the aforementioned percentages, the student must pass the final exam and must achieve a minimum of 4 points (out of 10) in each of the parts of the exam (theory and practice).

Valid during current academic year.

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

Throughout the course, individual work and projects will be carried out. Its development will be done both face-to-face in the classroom, and non-face-to-face, work at home. These works and activities will be assessed as a whole with 30% of the final grade (15% resolution of problems and exercises, 15% practice notebook -case studies-) The minimum grade required to pass the subject in these works of 8 (out of 10). The Project (group work) must be carried out throughout the course, and will be presented at the end of the semester. The weighting of the final mark will be 20% and it will be necessary to obtain a minimum mark of 6 (out of 10). The student enrolled with difficulty to meet the required percentage of participation, must carry out an additional work whose effort will be proportional to the number of hours of non-attendance, work on which he/she will make a presentation at the end of the semester. The content and requirements of said work will be defined by the professor.

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