

COURSE DESCRIPTION

COURSE DETAILS

Title (of the course): **CREACIÓN DE EMPRESAS TURÍSTICAS**

Code: 101717

Degree/Master: **GRADO DE TURISMO**

Year: 4

Name of the module to which it belongs: PROYECCIÓN PROFESIONAL

Field: CREACIÓN DE EMPRESAS TURÍSTICAS

Character: OBLIGATORIA

Duration: SECOND TERM

ECTS Credits: 6.0

Classroom hours: 60

Face-to-face classroom percentage: 40.0%

Study hours: 90

Online platform:

LECTURER INFORMATION

Name: NAVAJAS ROMERO, VIRGINIA MARÍA (Coordinator)

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

Area: ORGANIZACIÓN DE EMPRESAS

Office location: 1 Planta de la Facultad de Ciencias del Trabajo

E-Mail: z42narov@uco.es

Phone: 957212509

Name: ALONSO GARCÍA, MARÍA MERCEDES

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

Area: ORGANIZACIÓN DE EMPRESAS

Office location: 1 Planta de la Facultad de Ciencias del Trabajo

E-Mail: ep2algam@uco.es

Phone: 957212510

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.
CU3	Encouraging an active job search and the ability to become an entrepreneur
CE1	To understand the principles and effects of Tourism: in terms of territorial and spatial dimensions and social, cultural, political and economic factors.
CE2	To understand the dynamic and evolutionary character of tourism and the leisure industry.
CE3	To analyse and understand the effects (social, economic, environmental) of tourism.
CE4	To understand the main political and administrative touristic structures and stakeholders in the tourist industry.
CE5	To understand the legal framework which regulates touristic activities.
CE6	Ability to start and follow-up administrative procedures
CE7	To select, analyse, manage, interpret and summarise information linked to the tourist sector.
CE8	To understand and apply basic Law concepts
CE9	To understand and to be able to apply basic Business Management principles
CE14	To understand the objectives, tools and strategies for tourism planning
CE15	To be able to understand the workings of tourist destinations, structures and business sectors at the international level.
CE16	The management of the different types of tourism organisations
CE17	To plan and manage the resources of tourism organisations.
CE18	To define tourism objectives, strategies and marketing design.
CE19	To understand the operating process of tourism companies (accommodation, catering, brokering).
CE20	To evaluate the potential for tourism and analyse future development in order to identify future planning needs for touristic infrastructure and installations.

OBJECTIVES

The course is designed with the main objective of helping students to get to know and understand the real world of entrepreneurship in general, and from the point of view of the tourism sector in particular.

It is also intended to enable students to consider, in the future, setting up their own company, so they will be trained to:

- Promote creativity and innovation.
- Promote entrepreneurial skills.
- Detect business opportunities.
- Draw up a business plan.



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CONTENT

1. Theory contents

Lesson 1. Raison d'Etre
 Lesson 2. Who is your customer? (Initial Market)
 Lesson 3. What can you do for your customer? (Value Creation and competitive advantage)
 Lesson 4. What can you do for your customer? (Value Creation and competitive advantage) II
 Lesson 5. How does your customer acquire your product? (Competitive Acquisition) Hidden from students
 Lesson 6. Product Unit Economics. How do you make money off your product?
 Lesson 7. Sales. How do you sell your product?
 Lesson 8. Overall Economics. Does your product make money?
 Lesson 9. Design and build. How do you produce the product?
 Lesson 10. Scaling. How do you scale your business?

2. Practical contents

Entrepreneurship and entrepreneurship
 Entrepreneurial skills.
 Case studies on entrepreneurship.
 Debate with entrepreneurs.
 Preparation and defence of a Business Plan.

SUSTAINABLE DEVELOPMENT GOALS RELATED TO THE CONTENT

Good health and well-being
 Quality education
 Gender equality
 Decent work and economic growth
 Industry, innovation and infrastructure
 Reduced inequalities

METHODOLOGY

General clarifications on the methodology (optional)

The methodology will consist mainly of the theoretical explanation of each of the subjects that make up the course. In addition, the specific practical application of each subject that may be of most interest to achieve the intended objectives will be developed (real case studies and presentations of entrepreneurs, for example). In groups, a business plan will be drawn up which must be presented and defended at the end of the four-month period.

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

Part-time students and students with disabilities and special educational needs will inform the teaching staff of their situation at the beginning of the term in order to look for work alternatives, which will include the development of the specific practical application of each subject, which may consist of the analysis of a case study,

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the presentation of some aspect of the business plan or the search for related information. A complete business plan will be prepared and must be presented at the end of the semester.

Face-to-face activities

Activity	Large group	Medium group	Total
<i>Assessment activities</i>	6	-	6
<i>Group presentation</i>	8	4	12
<i>Group work (cooperative)</i>	-	11	11
<i>Lectures</i>	31	-	31
<i>Total hours:</i>	<i>45</i>	<i>15</i>	<i>60</i>

Off-site activities

Activity	Total
<i>Group work</i>	50
<i>Information search</i>	5
<i>Reference search</i>	5
<i>Self-study</i>	30
<i>Total hours</i>	<i>90</i>

WORK MATERIALS FOR STUDENTS

Case studies
Exercises and activities
Oral presentations

EVALUATION

Intended learning	Case study/clinical case discussion/scientific work discussion	Exams	Plan
CB1	X		X
CB2	X		X
CB3	X	X	X
CB4			X

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Intended learning	Case study/clinical case discussion/scientific work discussion	Exams	Plan
CB5	X		X
CB6	X		X
CB7		X	
CB8	X		X
CE1	X		
CE14			X
CE15			X
CE16	X		X
CE17			X
CE18			X
CE19			X
CE2	X		
CE20			X
CE3	X		
CE4	X		
CE5	X		
CE6			X
CE7		X	
CE8	X		X
CE9	X	X	X
CU3			X
Total (100%)	25%	25%	50%
Minimum grade	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.

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Method of assessment of attendance:

Attendance will be assessed proportionally to each assessment instrument. To this end, students must accredit attendance at at least 80% of the teaching sessions.

General clarifications on instruments for evaluation:

- The business plan will be worth 50% of the final grade.
- The case studies will be worth 25% of the final grade.
- There will also be a multiple-choice exam that will count for 25% of the final grade.

The minimum grade required in these tests will be 4 points to average with the rest of the grades and pass the subject.

The note of practices will remain until October.

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

Part-time students should contact the teaching staff to analyse their particular situation and establish the appropriate adaptations.

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

Students should contact the teaching staff for this purpose.

Qualifying criteria for obtaining honors:

Specific test

BIBLIOGRAPHY

1. Basic Bibliography

- Aulet, B. (2013). Disciplined entrepreneurship: 24 steps to a successful startup. John Wiley & Sons.
- Blank, S. (2018). Why the lean start-up changes everything.

2. Further reading

- Felin, T., Gambardella, A., Stern, S., & Zenger, T. (2019). Lean startup and the business model: Experimentation revisited. Forthcoming in Long Range Planning.
- Alonso-Alonso, A. The Passion Entrepreneur: Business Mindset and Branding fundamental for creative souls. Amazon.com
- Morrison, A.M. Marketing and Managing Tourism Destinations. Taylor & Francis Ltd. 2013.

COORDINATION CRITERIA

Joint activities: lectures, seminars, visits ...

Tasks performance

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SCHEDULE

Period	Assessment activities	Group presentation	Group work (cooperative)	Lectures
1# Fortnight	0,0	0,0	0,0	4,0
2# Fortnight	2,0	3,0	2,0	4,0
3# Fortnight	0,0	0,0	2,0	4,0
4# Fortnight	2,0	3,0	2,0	4,0
5# Fortnight	0,0	0,0	2,0	4,0
6# Fortnight	2,0	3,0	2,0	4,0
7# Fortnight	0,0	0,0	1,0	3,0
8# Fortnight	0,0	3,0	0,0	4,0
Total hours:	6,0	12,0	11,0	31,0

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.