

Academic Year: ( 2020 / 2021 )

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Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Electives ECTS Credits : 6.0

Year : Semester :

## OBJECTIVES

The evaluation system (continuous) is as follows:

- The final exam will aim to test the degree to which the powers of knowledge and specific skills have been acquired by the student and will represent 60% of the final grade.
- Exercises to deliver work and examined the extent to which attitudes and generic skills have been acquired by the student and will involve EL40% of the final grade.

According to the rules adopted in

The course coordinator will indicate in a clear and sufficiently detailed so as early in the course before its completion, both orally and in sheets and weekly planning, testing, standards and assessment systems, and the value percentage of continuous assessment and final exam (\*) and if the mandatory final exam and note that the student must obtain a basis for establishing the minimum performance in the study in accordance with the provisions of section one (see own law at the University, May 2011).

(\*) Exceptionally, in the case of a student for duly justified reasons has not completed all the tests of continuous assessment, the teacher may take appropriate measures to avoid prejudicing on the qualifications of the same. Thus, in accordance with current regulations will allow students who are not in continuous assessment for duly justified reasons, final examination worth 60% of the subject.  
governing council of 31 May 2011,

## DESCRIPTION OF CONTENTS: PROGRAMME

This course will study and analyze the organizational aspects that are key in these organizations, we examine the process of designing product offerings, services and tourism activities and shows the operations and processes that are relevant to the management of brokerage firms. Also, it presents the concepts associated with quality models and environment that are specific to this field. Finally, apply all of the above in developing the business plan.

1. The brokerage firms.
2. Organization and functioning of brokerage firms.
3. The design of product offerings and tourist services.
4. The operations and processes brokerage firms: The production of packages.
5. The operations and processes brokerage firms: The care and customer service.
6. New technologies applied to the management of brokerage firms.
7. The quality management and environmental brokerage firms.
8. Business plan.

## LEARNING ACTIVITIES AND METHODOLOGY

The powers of knowledge, specific skills and attitudes will be acquired by students through lectures, business cases, exercises to solve in class and the realization by the student exercises and activities to deliver supervised.

The general abilities or skills will be worked during the discussion of business cases, supervised activities and practical exercises to deliver, which will be developed as appropriate through individual

work and teamwork.

The course will have the following development:

Students will receive five sets of teaching materials for the course:

- 1) Material of theory.
- 2) Booklet of business cases to solve in class.
- 3) Booklet of exercises in class.
- 4) Booklet of exercises to deliver.
- 5) Activities supervised.

The schedule shall specify when will these lectures, when companies settle cases and exercises and when these take place.

The lectures are intended to teach students the skills and techniques necessary for successful completion of discussions of business cases and supervised activities.

The discussion of the cases of companies that aims to get students to learn and conclusions from past experiences of companies. The preparation and discussion will take place in group, working out on the date specified in the schedule. The exercises to be delivered are carried out individually and delivered on the date specified in the schedule.

Supervised activities will take place in group and delivered to the date specified in the schedule.

The 6 ECTS credits are subject to 3 contact credits and 3 credits of work for the preparation and resolution of business cases, exercises and activities to deliver supervised.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

The evaluation system (continuous) is as follows:

- The final exam will aim to test the degree to which the powers of knowledge and adaptation to new situations have been acquired by the student and will account for 40% of the final grade.
- Supervised activities and cases of companies will work all the attitudes and skills identified, except for the ability to work individually, focussing on precision and accuracy of the results and will account for 35% of the final grade.
- Practical exercises to deliver examine the ability to work individually with precision and accuracy and will account for 25% of the final grade.

According to current regulations (May 2011):

The course coordinator will indicate in a clear and sufficiently detailed so as early in the course before its completion, both orally and in sheets and weekly planning, testing, standards and assessment systems, and the value percentage of continuous assessment and final exam (\*) and if the mandatory final exam and note that the student must obtain a basis for establishing the minimum performance in the study in accordance with the provisions of section one (see own law at the University, May 2011).

(\*) Exceptionally, in the case of a student for duly justified reasons has not completed all the tests of continuous assessment, the teacher may take appropriate measures to avoid prejudicing consider the qualifications of the same. Thus, in accordance with current regulations will allow students who are not in continuous assessment for duly justified reasons, final examination worth 60% of the subject.

## BASIC BIBLIOGRAPHY

- BORJA (de) SOLÉ, I.; MIQUEL GOMIS, J El Nuevo Paradigma De La Intermediacion Turistica libro, Piramide, 2009