

Academic Year: ( 2020 / 2021 )

Review date: 10-07-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Electives ECTS Credits : 6.0

Year : Semester :

## OBJECTIVES

This course aims to introduce students to the principles of management and leadership of companies dedicated to leisure. To achieve this objective, the student must acquire certain knowledge, skills and attitudes.

As regards knowledge, at the end of the course the student will be able to:

- Meet the new models of companies dedicated to leisure.
- To know the internal organization and operation of entertainment companies.
- To know and develop product offerings and leisure services.
- Know and understand the processes involved in the development of leisure.
- Identify and evaluate the service provided to the client.
- Know the terminology and correct use of information technology and communications (ICT) management activities of companies dedicated to leisure.

In terms of specific skills, at the end of the course, students will be able to:

- Design in practice a flexible organizational configuration that suits the proposals offered in entertainment companies.
- Design and develop proposals for products, services and leisure activities.
- Design in practice operating processes and protocols to be followed in the development of leisure.
- Find, collect and manage information sources to identify leisure interest to society.
- Manage information sources to analyze the decisions arising from the business plan.
- Use the tools of quantitative and qualitative methods to solve the decisions arising from the business plan.
- Analyze and interpret the results of the various alternatives proposed business plan.
- Make decisions about your business plan.

In terms of general abilities or skills during the course work:

- The ability to make decisions.
- The ability to work together.
- The ability to work with new tools and information and communication technologies (ICTs).
- The ability to adapt to new situations.

As for student attitudes after completing the course should have:

- Initiative and entrepreneurial spirit.
- A collaborative approach that allows other agents to obtain information and knowledge to make decisions.
- Have a commitment to ethical business.
- Find solutions to unforeseen situations.

## DESCRIPTION OF CONTENTS: PROGRAMME

This course will study and analyze the design process of product offerings, services and leisure activities, reviews the operations and processes relevant to leisure management company and analyzes the impact of new information and communication technologies in management and supply of leisure. Finally, apply all of the above in developing the business plan.

1. Leisure: Methods and types of businesses.
2. The organization and operation of entertainment companies.
3. The design of product offerings, services and leisure activities.
4. The design of processes and procedures in the development of leisure.
5. The impact of new information and communication technologies in the field of leisure.

## 6. Business plan.

### LEARNING ACTIVITIES AND METHODOLOGY

The course will have the following development:

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

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

The schedule shall specify when will these lectures, when companies settle cases and when supervised activities will be developed.

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. 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 and supervised activities.

### ASSESSMENT SYSTEM

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 and will account for 60% of the final grade.

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.

According to current regulations (May 2011)

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

### BASIC BIBLIOGRAPHY

- CASANUEVA,C.;GARCIA,J.;CARO,F.J. Organización y gestión de empresas turísticas, Ed.Pirámide, 2005
- MARTÍN,I. Dirección y gestión de empresas del sector turístico, Ed.Pirámide, 2009
- TRIBE,J. Economía del ocio y del turismo, Ed.Síntesis, 2007