Entrepreneurship and business development in tourism

Academic Year: (2020 / 2021) **Review date: 09-07-2020**

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

OBJECTIVES

COMPETENCES & SKILLS:
* Acquire knowledge to respond to the new challenges of tourism entrepreneurship.
* Analyze the sources of information for the analysis of tourist spaces and activities.
* Properly manage the use of innovative concepts linked to tourism management.
* To value the critical spirit for a permanent improvement of the tourist product, taking the initiative in the renewal and permanent updating of the offers.
* To understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas* To know how to apply the acquired knowledge and their ability to solve problems in new or little known environments within broader (or multidisciplinary) contexts related to their area of ¿¿study.
* To communicate their conclusions and the latest knowledge and reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

LEARNING RESULTS:
To provide the required knowledge to establish a rigorous and professional process of creation and management of brands and to apply these concepts in the creation of brands/resources in the tourism field.

DESCRIPTION OF CONTENTS: PROGRAMME

The concept of entrepreneurship and entrepreneurship.
Identification of business opportunities
Definition of a business project. Business plan.
Planning and decision support tools

LEARNING ACTIVITIES AND METHODOLOGY

A) Theoretical classes:
Lesson classes with support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

B) Practical classes:
Critical reading of texts recommended by the teacher of the subject: Press articles, reports, manuals and / or academic articles, either for later discussion in class, or to broaden and consolidate the knowledge of the subject.
Exposition and discussion in class, under the moderation of the teacher of subjects related to the content of the subject, as well as practical cases extracted from the business reality that will be distributed in advance to the students for their preparation in team and its resolution in writing.

C) Final work:
Exhibition and writing of an entrepreneurial initiative, analyzing the main aspects related to its implementation and its development.

ASSESSMENT SYSTEM

Oral presentations and class participation (20%)
Written work (40%)
Final written exam (40%)

A minimum score of 4 points will be required on the final exam.

% end-of-term-examination:	40
% of continuous assessment (assigments, laboratory, practicals…):	60

BASIC BIBLIOGRAPHY

- Almada, A.A. Micro emprendedores. Una guía paso a paso para construir tu propio negocio, Piramides, 2015