

Academic Year: ( 2020 / 2021 )

Review date: 10-07-2020

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: RODRIGUEZ MARQUEZ, ALICIA

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Fundamentals of business administration.

Strategic management, operations, marketing and finance.

**OBJECTIVES**

In this section the competences associated to the subject are presented:

CG1: Possess and understand the fundamental knowledge of matters related to tourism from the different scientific disciplines, their epistemological evolution and the relationship of each one with the other scientific disciplines that deal with it, based on the knowledge acquired in secondary education and to a level that guarantees knowledge of the avant-garde in the study of tourism activities.

CG3: Have the ability to gather and interpret quantitative, qualitative and spatial data relevant to make judgments that include a critical reflection on relevant issues of territorial, social, economic, legal, scientific or ethical, related to tourism.

CE2: Understand the dynamic and evolving nature of tourism and the new leisure society.

CE3: Identify, organize and analyze relevant economic information in a critical and systematic way, and be able to discern about economic problems to evaluate their scope and propose viable solutions.

CE9: Know and know how to apply the models and techniques associated with the Economy and the Direction and Administration of Tourism Companies and the different integrated disciplines.

CE10: Develop entrepreneurial initiatives and creative capacities for the proposal and development of innovative business ideas, using the main tools to create, develop and implement an innovative business that meets the challenges of today's societies

CE12: Know all the economic concepts necessary for business management at the accounting and financial level (Purchases, costs, income, etc.), being able to identify and perform economic and financial transactions as well as learn to register and manage them in an ethical manner respecting the deontological code of obligatory fulfillment for all the accountants.

CE13: Learn to collect, process, analyze and interpret information and deal with tourism issues through knowledge of the peculiarities of the tourism market (national or international) to which the activity is directed, appropriately managing resources and using the technologies of Information and communication (ICT) to implement practices with quality and in a sustainable manner.

CE14: Know how to analyze market information and competition to establish competitive policies and marketing plans in tourism companies, knowing the singularities of tourism marketing to be able to successfully identify the purchasing decision processes of tourist services and products, ensuring satisfaction of the user in the field of tourism business.

CE15: Be able to design products, services and tourism activities, and make use of information and communication technologies for the design and analysis of tourism products and processes, and implement them with quality, implementing policies for continuous improvement and resources human to ensure user satisfaction and good customer service with respect for the environment, making use of the most appropriate technologies.

CE16: Understand and analyze the different business strategies, at a competitive and corporate level, and be able to plan and develop business activities at international level creating value and improving the competitiveness of tourism businesses.

The learning outcomes are the following:

LO1: Have acquired advanced knowledge and demonstrated an understanding of the theoretical and practical aspects and the methodology of work in the different disciplines of study in the tourism field with a depth that reaches the forefront of knowledge

LO2: Apply the knowledge acquired, the understanding of these and their abilities to solve complex and / or specialized problems in the professional field

#### DESCRIPTION OF CONTENTS: PROGRAMME

1. Entrepreneurship and tourism
2. Business opportunities in tourism sectors: identification and evaluation.
3. Evolution of business trends in tourism sectors
4. Innovative business ideas and value propositions: generation and analysis of initial viability
5. Business plan: design, structure and purpose
6. Elaboration of the business plan

#### LEARNING ACTIVITIES AND METHODOLOGY

**THEORY CLASS.** Exhibitions in the teacher's class with support of computer and audiovisual media, in which the main concepts of the subject are developed and the materials and bibliography are provided to complement the students' learning.

**PRACTICES.** Resolution of practical cases, problems, etc. raised by the teacher individually or in groups.

**INDIVIDUAL OR GROUP STUDENT WORK.** Development of a business plan, where the student will capture the business idea, its planning and viability.

**TUTORIAL SESSIONS.** Individualized assistance (individual tutorials) or group (collective tutorials) to students by the teacher.

#### ASSESSMENT SYSTEM

The acquisition of knowledge competences will be evaluated through a test at the end of the semester, that will account for 60% of the final grade (a 4 out of 10 is required in the exam to pass the subject).

The degree of participation of the student in the sessions, as well as their skills and abilities in the development, resolution and discussion of the practical cases of the different subjects, in 10% of the final grade.

Through the realization of the business project will be evaluated the relative competences of both knowledge as of the skills and attitudes pursued. It represents 30% of the final grade.

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

#### BASIC BIBLIOGRAPHY

- Rodríguez Márquez, A., Nieto, M.J, Fernández, Z., Revilla Torrejón, A. Manual de creación de empresas. De la oportunidad a la puesta en marcha,, Civitas, 2014