

Academic Year: (2020 / 2021)

Review date: 10-07-2020

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: RODRIGUEZ MARQUEZ, ALICIA

Type: Electives ECTS Credits : 3.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Fundamentals of business administration
Strategic management
Turistic marketing
Creation of tourism businesses
Operations and processes in tourism companies

OBJECTIVES

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

CG2: Know how to apply the technical and methodological knowledge related to tourism to their work in a professional way, integrating the knowledge acquired in the different disciplines studied, and possess the skills that must be demonstrated through the elaboration and defense of arguments and the resolution of problems within their subject of study.

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.

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

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.

The learning outcomes are the following:

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

LO3: Have the ability to collect and interpret data and information on which to base their conclusions, including, when necessary and pertinent, reflection on social, scientific or ethical issues within the scope of their field of study;

LO4: Be able to cope with complex situations or require the development of new solutions in the academic, work or professional field within their field of study;

DESCRIPTION OF CONTENTS: PROGRAMME

New business models in the tourism sector

- Concept and basic elements of a business model
- Methodology for generating new business models: Business Model Canvas
- Best practices and innovation in tourism business models

Design thinking and Lean startup for tourism services activities

- Design Thinking and Lean Startup: similarities and differences.
- Design Thinking: design of tourist services centered on the user
- Lean startup: principles and implementation.

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.

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

ASSESSMENT SYSTEM

Participation in class (10%)

Resolution of exercises and practical cases and project (40%)

Theoretical-practical final exam (50%). A 4 out of 10 is required in the exam to pass the subject.

The evaluation in extraordinary call will be 100% the result obtained in the exam.

% end-of-term-examination:	50
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% of continuous assessment (assignments, laboratory, practicals...):	50
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BASIC BIBLIOGRAPHY

- Alexander Osterwalder, Y. Pigneur Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers , John Wiley & Sons, 2010

- Idris Mootee Design Thinking for Strategic Innovation : What They Can't Teach You at Business or Design School), Wiley, 2013