

Academic Year: (2020 / 2021)

Review date: 14-10-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: ALVAREZ GIL, MARIA JOSEFA

Type: Electives ECTS Credits : 6.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Operations and processes

OBJECTIVES

This course aims to introduce students to the principles of management of companies dedicated to housing. To achieve this goal students must acquire a range of knowledge, skills and attitudes.

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

- Know the different types of housing and different types of companies active in this field.
- Know the internal organization of the major departments.
- Know exactly the tools and operating procedures of the field of housing.
- Know and apply the models of quality management and environment in the field of housing.
- Understand and correctly apply the technologies of information and communication technology (TIC) in developing operational procedures.

As for specific skills, at the end of the course, students will be able to:

- Design in practice the organizational structure of lodging companies.
- Design in practice operating protocols of the various departments.
- Manage the sources of information to analyze the decisions proposed in the business plan.
- Using the tools of quantitative and qualitative methods to resolve the decisions proposed in the business plan.
- Analyze and interpret the results of the various alternatives proposed business plan.
- Make decisions about the business plan.
- Implement programs to improve environmental quality and housing companies.

In terms of general abilities or skills, the course will work:

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

As the student attitudes after completing the course should have:

- Initiative and entrepreneurial spirit.
- An enthusiastic attitude to solve problems and justify their actions.
- A collaborative approach that will allow other agents to obtain information and knowledge to make decisions.
- To have a commitment to ethical business.

DESCRIPTION OF CONTENTS: PROGRAMME

This course will study and analyze the key organizational aspects, the relevant departments and operational procedures of the housing. It will examine the concepts associated with quality models and environment that are specific to this field. Finally, it applies all the above points in developing the business plan.

1. Accommodation: Arrangements and business classification.
2. Structure and internal organization.
3. Department reception.
4. Department of floors and rooms.
5. Department of restoration.
6. Department of warehouse.

7. Housekeeping department.
8. Maintenance and Security Department.
9. The quality management and the environment.
10. Business Plan.

LEARNING ACTIVITIES AND METHODOLOGY

The knowledge and specific skills and attitudes will be acquired by students through lectures, business cases and the realization by students supervised activities.

The general skills will be worked on to provide supervised activities through team work.

The course will have the following development:

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

- 1) Slides.
- 2) Business cases.
- 3) Supervised activities.

The lectures are intended to teach students the knowledge and skills necessary to develop the activities supervised. Discussion of business cases is intended that students learn and obtain conclusions from past experiences of companies. The preparation and discussion by group, working out on the date specified in the schedule. Supervised activities will be developed and delivered in a group on the date specified in the schedule.

ASSESSMENT SYSTEM

The evaluation system is as follows:

- The final exam will aim to verify the extent to which knowledge and skills to adapt to new situations have been acquired by the student and will account for 10% of the final grade
- Supervised activities and business cases will work all the attitudes and skills identified and will account for 90% of the final grade.

Regarding the FINAL EXAM, its date and time will be published by UC3M and the connection will be made through the Moodle Global Classroom platform, using the tools available for the Questionnaires in this environment. The content will be the agenda seen during the course. The exam will consist of two parts: Theory and Practice. The weight of each of them in the composition of the final grade is as follows: THEORY 50% and PRACTICE 50%. Each of the previous parts will be divided into sections, and the exam will be sequential, both in the completion of those sections, and in the questions or exercises that constitute them. This means that you will not be able to return to previous questions or exercises. The monitoring of the schedule will be strict, establishing a time for each section, at the end of which the platform will proceed to disconnect and send the documentation made by the student. The composition and exact schedule of the exam sections will be published 1 hour before the start of the exam.

Multiple choice questions (two or more proposed answers) will only have a correct answer (in case of doubt, it will always be the one that more or better fits the text of the statement), and will have a positive assessment in case of success and an assessment negative in case of failure. This negative evaluation will be such that it guarantees that the mathematical expectation of the event is null. Thus, if the question is worth 1 point and the number of answers is 4, indicating the correct one will suppose a point and marking one of the other three will subtract 1/3 of a point. The questions that require a numerical solution will be adjusted with the degree of significance indicated in the statement or in the answer itself (two decimal places, hundreds of kg, Millions of €, ...). However, for greater ease, in the exercises, the answers are usually in the same units that are expressed in the statement. Remember that to obtain a degree of significance of ϵ decimals it is convenient to work with at least one more ($\epsilon + 1$) in the previous operations.

RECOMMENDATIONS As done at home, there will be no "proportionated equations" or "proportionated tables" in any of the sections. It is recommended to have a normal distribution board on hand. In multiple choice answers, it is recommended to indicate the answer only when you are sure you want to answer the question. The platform lets you change your choice, but does not leave it blank again. To avoid these situations, in the theoretical part (composed of multiple choice questions) the option "I leave this question blank" has been enabled. Thus, in case you want to leave the answer blank after you have mistakenly marked any of the others, you can make the described choice, which will not count positively or negatively (it will be the same as not marking any response). Numerical responses require that commas be used only to separate decimals and that no periods (or commas) be used to represent thousands or millions of units in the answers. In the exercises with several questions (nested answers), it is recommended to review the first answers, in order to avoid that an error or confusion in them spread to the following ones.

CÓDIGO ÉTICO Y BUENAS PRÁCTICAS ¿Los principios del Código Ético y las disposiciones de la Guía de

Buenas Prácticas de estudiantes de la UC3M, deben respetarse en todas las pruebas de evaluación, presenciales y online. Se recuerda que copiar en la prueba de evaluación, valerse de información suministrada por terceros o utilizar material no autorizado lleva aparejada la sanción de pérdida de la asignatura objeto de incidencia durante el curso en que se cometió la falta. La asignatura será calificada como SUSPENSO en las convocatorias ordinaria y extraordinaria con pérdida de los derechos de matrícula y sin derecho a dispensa o anulación. La suplantación de identidad o el uso no autorizado de dispositivos electrónicos para la realización de las pruebas de evaluación, tiene la consideración de falta grave que lleva aparejada la sanción de expulsión temporal o definitiva de la Universidad. Cualquier tipo de actuación fraudulenta detectada durante la realización del presente examen, será sancionada en los términos establecidos en la Instrucción sobre el Régimen Jurídico y Procedimiento Disciplinario de aplicación a estudiantes de la Universidad Carlos III de Madrid en los procesos de evaluación académica. Accediendo al cuestionario, el estudiante reconoce que ha leído y conoce las condiciones indicadas para la realización del examen.

Regarding the CONTINUOUS EVALUATION mechanism, it will comprise three ways of acting. The first refers to attendance at the master classes and small groups, and will be measured through the elements that allow it in the BB Collaborate application. This assistance may represent a maximum value of 10% of the grade for the course. The second way refers to active participation in virtual master classes and will be evaluated through the participation of students in the chats and forums included in the aforementioned application or platform. Students will be notified one week in advance of the conduct of such forums and chats and the content on which they will be. Complementary activities are part of the learning process of this subject. Among them, voluntarily students can participate in a lab experiment in which they will acquire first-hand knowledge of how behavioral aspects affect the techniques explained in this subject. Active participation can receive up to 40% of the grade for the course. Finally, the third way is to carry out team work following the instructions that the teachers will send to the students from the beginning of the course. These works are supported by a series of instructions regarding their format, their online presentation and their peer-to-peer discussion using the BBCollaborate platform. This third way can be worth up to 40% of the grade for the course.

Teamwork and continuous evaluation

There will be two team works and the teams will have been previously constituted.

FIRST WORK: It will be 10% of the final grade. It will consist of a work on a CASE, to analyze, synthesize and / or develop Topics 1 and 2 of the subject. The CASE will be edited for each course and may be different for each team. It is a written work. It will be described in detail in a specific document that will be released to students in class and will be published in Aula Global. The delivery date will be set as appropriate with the rest of the milestones of the academic semester. **SECOND WORK:** It will be 30% of the final grade. It will consist of continuous work throughout the course with the aim of establishing interrelationships between the concepts used in the course program, aspirational skills and current business, labor and social reality. It will cover the entire syllabus seen in class until the date of delivery of the work. It is a work with a double aspect: 1. Delivery of a written document. The conditions and details will be described in a specific document that will be announced to the students in class and will be published in Aula Global. 2. Oral presentation in class (virtual) by each team, with the participation of each and every one of the students that make up the team, of a section of the work (chosen through some previous random process). The assessment of the work will have a team component (mainly the written document and the presentation as a whole) and an individual component (specific presentation of the student).

FINAL SCORE: The Final Score will be calculated by adding the weights of each note described in the previous sections: $\text{Final Score} = (\text{attendance score} \times 0.1) + (\text{participation score} \times 0.4) + (\text{continuous evaluation score} \times 0.4) + (\text{final exam score} \times 0.1)$

In the event that this FINAL SCORE is less than 5 points, the EXTRAORDINARY EXAM, June 2021, will be available for those students willing to have a second chance to pass the course. This exam includes ALL the theoretical and practical issues studied in the course. And it will be carried out following the guidelines set for the ordinary exam, with the exception that in this case its score represents 100% of that corresponding to the final Score for the course and to pass this exam it is essential that the partial qualifications obtained in each of its two sections, theoretical and practical, exceeds a minimum value of 2,5 points out of 5.

% end-of-term-examination:	10
% of continuous assessment (assignments, laboratory, practicals...):	90

BASIC BIBLIOGRAPHY

- Blasco. A. 2006 Manual de gestión de producción de alojamiento y restauración., Síntesis..
- Cerra, J.; Dorado, J.A.; Estepa, D. & García P.E. 2001. Gestión de Producción de Alojamientos y restauración., Síntesis..
- Ismail, A. 2003. Operaciones y Procesos Hoteleros. Gestión del alojamiento., Paraninfo..

- Muñon, F. & Rodrigo, B. 2003. Dirección de Operaciones en alojamientos y restauración., Universitas Internacional..
- Talón, P. & Gomez, L. 2002. Dirección Hotelera. Operaciones y Procesos., Síntesis..