

Academic Year: (2022 / 2023)

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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

% end-of-term-examination/test:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

In order to evaluate the knowledge, skills and abilities achieved by students of the course, we will use a continuous assessment mechanism and a final exam.

In the continuous assessment mode, two types of tests are developed:

- a.- 2 multiple-choice tests with practical content, each with a maximum score of 25% of the total grade for the subject (maximum total score: 50%)
- b.- 2 deliveries of team work, with theoretical/practical content, with a maximum score of 25% of the total grade for the subject each (maximum total score: 50%)

Those students failing to pass any of the 4 proofs can take a complementary test focusing in the corresponding four sections, i.e., test1, test2, deliveries 1, and deliveries 2.

Students need to participate in all grading components. Not participating in one or more of the grading components leads to an overall "fail" and immediately results in a final ordinary exam.

Regarding the ordinary and extraordinary final exams, both are designed to serve students who have not followed the continuous assessment. Its contents correspond to the syllabus seen during the course and the exams will consist of Theory and Practice. The weight of each of them in the composition of the final grade is as follows: THEORY 50% and PRACTICE 50%. This approach is also followed in the extraordinary examination.

The grade obtained in the ordinary exam can never lead to a final score higher than that included in the UC3M evaluation standards in this regard.

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..