

Academic Year: ( 2023 / 2024 )

Review date: 19-04-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: MONTES SANCHO, MARIA JOSE

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

## OBJECTIVES

### COMPETENCES:

- \* To demonstrate knowledge in tourism.
- \* 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 apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.
- \* To integrate knowledge and face the complexity of making judgments from information that, incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
- \* 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.
- \* To analyze the sources of information for the analysis of spaces and tourist activities.
- \* To evaluate the strategic role of tourism for the economic development of peoples and the valorization and active conservation of natural and cultural resources.
- \* To train to interpret social and cultural diversity.
- \* To apply economic, legal, social and political variables involved in tourism, for the promotion of goods of cultural and natural interest.

### 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

Introduction to Corporate Social Responsibility (CSR)  
 Analysis of the three dimensions: economic, social and environmental.  
 Codes of conduct and certifications.  
 Reports and reports: Analysis tools

## LEARNING ACTIVITIES AND METHODOLOGY

### A) Theoretical classes:

Master 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:

Resolution of practical cases, problems, etc. Raised by the teacher.

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 expand and consolidate the knowledge of the subject.

Exposition and discussion in class, under the moderation of the professor of subjects related to the

content of the subject, as well as of practical cases.

#### ASSESSMENT SYSTEM

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

Class participation and case resolution (60%)  
Final written exam (40%)

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

For the extraordinary call, the grade will be the best mark of the two options:

- 1) 100% mark on the extraordinary exam
- 2) Extraordinary exam mark at 40% plus the continuous assessment mark at 60%.