

## Tourist entrepreneurship

Academic Year: ( 2023 / 2024 )

Review date: 28-04-2023

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.

## 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.

**% end-of-term-examination:** 60

**% of continuous assessment (assignments, laboratory, practicals...):** 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