

Academic Year: ( 2023 / 2024 )

Review date: 28-04-2023

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

**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

**% of continuous assessment (assignments, laboratory, practicals...):** 50

**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