



Universidad
Carlos III de Madrid

NAME OF THE COURSE: Management of leisure companies			
BACHELOR : Tourism	YEAR: 4	SEMESTER: 1	

WEEK	SESSION	DESCRIPTION OF THE SESSION	INDICATE IF A DIFFERENT SPACE IS NECESSARY (COMPUTER ROOM, MULTIMEDIA, ETC)	STUDENT'S WORK DURING THE WEEK		
				DESCRIPTION	PRESENTIAL HOURS	WORK HOURS Week – Max 7 H
1	1	Introduction		Introduction to the course, distribution of educational materials and organizing it and working patterns	1,5	7
1	2	Introduction		Getting content and practices of the subject, typical companies, databases, references, etc.	1,5	
2	3	1. Entertainment: Modalities and types of companies		Theoretical characterization of the leisure sector, analysis of outstanding cases and application of theory to his description and interpretation	1,5	7
2	4	1. Entertainment: Modalities and types of companies		Group work to identify the characteristics of different types of entertainment companies	1,5	
3	5	1. Entertainment: Modalities and types of companies		Group work to identify the characteristics of different types of entertainment companies	1,5	7
3	6				1,5	

		2. The organization and operation of entertainment companies.		Application of organizational theory and management of operations in the field of entertainment companies		
4	7	2. The organization and operation of entertainment companies.		Group interviews with company managers leisure, reflection in groups on key elements of this practice	1,5	7
4	8	2. The organization and operation of entertainment companies.		Group interviews with company managers leisure, reflection in groups on key elements of this practice	1,5	
5	9	Test		Multiple choice test items 1 and 2	1,5	7
5	10	3. The design of product offerings, services and leisure activities		Theoretical introduction: elements of planning, scheduling and control of entertainment. Capacity management and suppliers. Orientation markets	1,5	
6	11	3. The design of product offerings, services and leisure activities		Practical application in groups to the elements of planning, scheduling and control of entertainment. Capacity management and suppliers. Orientation markets	1,5	7
6	12	4. The design of the processes and procedures in the development of leisure.		Theoretical elements in the network of value creation in processes of leisure.	1,5	
7	13	4. The design of the processes and procedures in the development of leisure.		Preparation of group practices to simulate the development of leisure on request	1,5	7
7	14	4. The design of the processes and procedures in the development of leisure.		Preparation of group practices to simulate the development of leisure "series".	1,5	
8	15	Test		Multiple choice test items 3 and 4	1,5	7
8	16	5. The impact of new information and communication technologies in the field of leisure.		practice	1,5	
9	17	5. The impact of new information and communication technologies in the field of leisure.		practice	1,5	7
9	18	5. The impact of new information and communication technologies in the field of leisure.		practice	1,5	
10	19	6. Business Plan		Theoretical introduction: how a business	1,5	7

				plan, application is made to an exercise		
10	20	6. Business Plan		Realization team business plan on simulated cases (i)	1,5	
11	21	6. Business Plan		Realization team business plan on simulated cases (i)	1,5	7
11	22	Test		Multiple choice test items 5 and 6	1,5	
12	23	Presentation group work		Practice	1,5	7
12	24	Presentation group work		Practice	1,5	
13	25	Presentation group work		Practice	1,5	7
13	26	Tour / fieldwork		Practice	1,5	
14	27	Tour / fieldwork		Practice	1,5	7
14	28	Test		Test	1,5	

42 + 68 = 110

15		Recoveries, tutoring, job submission, etc				
16-18		Preparation of evaluation and evaluation			3	

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