

Syllabus of the course “Introduction to Business”

I. IDENTIFICATION

- ✓ **Course name:** Introduction to Business
- ✓ **Code:** 101231
- ✓ **Degree:** Tourism Degree
- ✓ **Academic course:** 2016-17
- ✓ **Type of subject:** Basic
- ✓ **ECTS Credits (hours):** 6 (150)
- ✓ **Period:** 2nd Semester
- ✓ **Language of the course:** English
- ✓ **Professor:** Eduardo Rodes

II. PRESENTATION

This course is the first one about business management included in the Bachelor’s degree in Tourism. The course begins with the concept, elements and types of business firms. Then we study the managerial functions and tasks. All the aspects of the business strategy are discussed and developed, starting from strategic analysis (both internal and external) and strategic choices (both at a competitive level as at the corporate level). Throughout the course we will mostly emphasize companies or organizations that are related to the various tourist activities. Also, we will combine theoretical with practical activities.

III. TEACHING OBJECTIVES, SPECIFIC COMPETENCIES AND LEARNING RESULTS

TEACHING OBJECTIVES

At the end of the course the student will be able to:

1. Understand the fundamental aspects related to the company and its managerial functions, with special emphasis on the various tourism companies.
2. Know and understand the concepts and techniques related to the strategic direction of the company and its application in the field of tourism.

COMPETENCIES AND LEARNING OUTCOMES

CE1. Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions and areas.

LEARNING OUTCOMES

CE1.1. Identify the theoretical and conceptual strategy of tourist business

CE4. Apply concepts related products and tourist companies (economic and financial, human resources, trade policy, market, operational and strategic) in different areas of the sector.

LEARNING OUTCOMES

CE4.1. Distinguishing identify and apply the concepts of strategic management with regard to product and business tourism.

IV. TRANSVERSAL COMPETENCIES

CT1. Develop a capacity to learn independently.

CT4. Manage communication skills at all levels.

CT6. Plan, organize and coordinate teamwork, creating synergies and knowing to themselves in the place of others.

CT9. Have a responsible attitude to environmental, social and cultural development.

CT10. Work as a team

CT11. Plan and manage activities on the basis of quality and sustainability.

CT13. Have a business vision and perceive customer needs and anticipate possible changes in the environment

V. TOPICS AND CONTENTS

1. The Firm.
 - 1.1. Concept.
 - 1.2. Elements and functions.
 - 1.3. Legal types of firms. Tourist Companies.

2. The Managerial functions and Roles.
 - 2.1. Concept and managerial styles.
 - 2.2. Fundamental managerial tasks
 - 2.3. Instrumental managerial tasks.

3. Business Strategy.
 - 3.1. Concept and elements of strategy.
 - 3.2. Different levels.
 - 3.3. The strategy process.

4. Internal Analysis.
 - 4.1. Functional analysis and strategic profile.
 - 4.2. The value chain.
 - 4.3. Analysis of resources and capabilities.

5. Analysis of the external environment.
 - 5.1. Analysis of the general environment.
 - 5.2. Analysis of the specific environment.
 - 5.3. Recent tendencies in tourism.

6. Competitive Strategy.
 - 6.1. Competitive advantage: nature and sources.
 - 6.2. Generic competitive strategies.
 - 6.3. Strategy and the life cycle of an industry.

7. Corporate Strategy.
 - 7.1. Strategic development: directions.
 - 7.2. Vertical integration and diversification.
 - 7.3. International strategy and cooperation.

VI. RECOMMENDED BIBLIOGRAPHY

Teaching and class material will be posted in the Campus Virtual (Moodle)

BESANKO, D., D. DRANOVE, M. SHANLEY Y S. SHAEFER (2010), *Economics of Strategy*, 5.ª Ed. John Wiley and Sons, Nueva York.

CASANUEVA, C., GARCÍA DEL JUNCO, J. i CARO, F.J. (2000): *Organización y gestión de empresas turísticas*. Ediciones Pirámide, Madrid.

ENZ, C. A. (2009) *Hospitality Strategic Management: Concepts and Cases*, 2da. Ed., John Wiley and Sons, New Jersey.

GRANT, R. M. (2012): *Contemporary strategy analysis: text and cases*. Hoboken, N.J. : Wiley ; Chichester : John Wiley [distributor], 8th ed.

MARTÍN ROJO, I. (2000): *Dirección y gestión de empresas del sector turístico*. Ediciones Pirámide, Madrid.

NAVAS, J. E. i GUERRAS, L. A. (2007): *La dirección estratégica de la empresa. Teoría y aplicaciones*. Editorial Civitas, Madrid.

VECIANA, J.Mª. (1999): *Función directiva*. Servei de Publicacions de la UAB, Bellaterra (Cerdanyola del Vallès).

VII. TEACHING METHODS

Throughout the course we will combine theoretical sessions (lectures) with practical sessions (case studies), encouraging participation and teamwork by students. Also, all students will have a work in small groups to analyze a real tourist company, perform some fieldwork and in class presentation of relevant findings.

VIII. EVALUATION

The evaluation of the course will consist in one or more written exams (60% of the final grade) as well as the presentation about a tourist firm already mentioned (25%) and discussion case studies throughout the course (15%). A *sine qua non* condition to pass for the course: the student must have passed (i.e. with a grade greater than five) the examinations and the presentation.

IX. ORGANIZATION AND DEDICATION OF TIME BY THE STUDENT

Type	Activity	Hours	ECTS	LEARNING RESULTS
Directed Activities	Lectures (theory)	35	1.40	CE.1.1., CE4.1., CT6, CT11
	Discussion and case resolution	10	0.40	CE4.1., CT4, CT9, CT13
	Work presentation	1	0.04	CE4.1., CT4, CT10
Supervised Activities	Tutoring	10	0.40	CE.1.1., CE4.1.
Autonomous Activities	Case resolution	4	0.16	CE.1.1., CE4.1., CT1
	Elaboration of term presentation	25	1.00	CE.1.1., CE4.1., CT10
	Study	65	2.60	CE.1.1., CE4.1., CT1
TOTAL		150	6	

X. TEACHING SCHEDULE (in class)

WEEK	TOPIC	METHOD	HOURS
1, 2	The Firm	Lecture and cases	6
3, 4	The managerial functions and roles	Lecture and cases	6
5, 6	Business strategy	Lecture and cases	6
7, 8	Internal analysis	Lecture and cases	6
9, 10	Analysis of the external environment	Lecture and cases	6
11, 12	Competitive strategy	Lecture and cases	6
13, 14	Corporate strategy	Lecture and cases	6
15	Teamwork	Presentations	6

XI. ENTREPRENEURSHIP AND INNOVATION

In order to encourage the entrepreneurial spirit of students, we will work and discuss about entrepreneurship in the context of the managerial function and business strategy. Also, the course will analyze some case studies which involve the creation and development of a company in the field of tourism. Finally, the analysis of a real tourist company by students will include the analysis of its creation and subsequent evolution.