

**Business Economics**

Code: 103744  
ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	FB	1	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

### Contact

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### Use of Languages

Principal working language: spanish (spa)  
Some groups entirely in English: No  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: Yes

### Prerequisites

None.

### Objectives and Contextualisation

This course is the first of those included in the Hotel Management Degree in the area of business management and management. The course begins with the concept, elements and classes of firms. Next, the managerial tasks and its functions are studied. The aspects related to the business strategy are discussed below and are developed from strategic analysis (both internal and external) and strategic typologies (both at the competitive level and at the corporate level). Throughout the course emphasis is placed on the companies or organizations that are related to the various hotel activities. Likewise, the theoretical contents are combined with various practical activities.

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

1. Understand the fundamental aspects related to the company and the management function, with special emphasis on the various hotel companies.
2. Know and understand the concepts and techniques related to the strategic management of the company and its application to the hotel management.
3. Entrepreneurship and innovation. In order to foster the entrepreneurial spirit of the students, work will be discussed and discussed on the entrepreneurial orientation in the framework of the managerial function and the business strategy. Likewise, during the course, a practical case will be analyzed that deals with the creation and development of a company of the tourist sector. Finally, the realization of the work on a real hotel business by the students will include the analysis of its creation and subsequent evolution.

### Competences

- Be able to search efficiently for the necessary information.
- Define and apply the management of different types of organisation in the hotel and catering sector.

- Demonstrate ethical behaviour is social relations and the ability to adapt to different intercultural situations.
- Demonstrate knowledge of the basic principles of accommodation and catering in all their dimensions, departments, activities and areas in the context of the tourist sector.
- Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
- Develop a capacity for independent learning.
- Identify and apply the elements that govern activity in the hotel and catering sectors, their interaction in the environment and their impact in the different business subsystems in the sector.
- Manage and organise time.
- Manage communication techniques at all levels.
- Plan and manage activities based on quality and sustainability.
- Plan, organise and coordinate work teams creating synergies and knowing how to put yourself in the place of others when negotiating and managing conflicts.
- Work in teams.

## **Learning Outcomes**

1. Be able to search efficiently for the necessary information.
2. Define, identify and apply the strategies, structures and processes related to human resources in hotel and catering companies.
3. Demonstrate ethical behaviour is social relations and the ability to adapt to different intercultural situations.
4. Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
5. Develop a capacity for independent learning.
6. Distinguish, identify and apply the concepts of strategic management to the products of hotel and catering companies.
7. Identify the theoretical and conceptual basis of the strategy of the tourist business.
8. Manage and organise time.
9. Manage communication techniques at all levels.
10. Plan and manage activities based on quality and sustainability.
11. Plan, organise and coordinate work teams creating synergies and knowing how to put yourself in the place of others when negotiating and managing conflicts.
12. Work in teams.

## **Content**

1. The firm.
  - 1.1. Concept of company
  - 1.2. Elements and functions of the company. The creation of value and profitability.
  - 1.3. Classes of companies. The hotel companies.
2. The managerial function.
  - 2.1. Concept and address classes.
  - 2.2. Fundamental management tasks
  - 2.3. Executive and entrepreneur
3. The strategy of the company.
  - 3.1. Concept and elements of the strategy.
  - 3.2. Different levels of the strategy.

- 3.3. The process of formulating the strategy.
- 4. Internal analysis.
  - 4.1. Functional analysis.
  - 4.2. The value chain
  - 4.3. Analysis of resources and capabilities.
  - 4.4. Financial resources and investment decisions.
- 5. Analysis of the environment.
  - 5.1. Analysis of the general environment.
  - 5.2. Analysis of the specific and operational environment.
  - 5.3. Current trends in hotel companies.
- 6. Competitive strategies.
  - 6.1. Nature and sources of competitive advantage and positioning.
  - 6.2. Generic competitive strategies.
  - 6.3. Strategies according to the life cycle of the sector.
- 7. Corporate strategies.
  - 7.1. Strategic development directions.
  - 7.2. Diversification strategies and vertical integration.
  - 7.3. Internationalization and cooperation strategies.

## Methodology

During the course, the theoretical classes (master classes) will be combined with the practical sessions (practical cases), during which the participation and teamwork will be encouraged by the students. Likewise, the students will have to carry out a group work on a real hospitality company, in which framework a fieldwork and an in-class presentation of the most relevant contents will be carried out.

### TEACHING PLAN

WEEK	TOPIC	METHOD	
1, 2	The Firm	Master class and case studies	1
3, 4	The managerial function	Master class and case studies	3
5, 6	Firm's strategy	Master class and case studies, tutorials	5

7, 8	Internal analysis	Master class and case studies	7
9, 10	External analysis	Master class and case studies	9
11, 12	Competitive strategies	Master class and case studies	1
13, 14	Corporate strategies	Master class and case studies, tutorials	1
15	Group work	Presentations	1

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case discussions and answers	10	0.4	5, 2, 9, 8, 7, 10, 11, 1, 12
Homework presentations	1	0.04	5, 6, 2, 9, 8, 7, 11, 1
Lectures	35	1.4	4, 3, 6, 9, 7
Type: Supervised			
Tutoring	10	0.4	7, 1
Type: Autonomous			
Case solving activities	4	0.16	5, 6, 2, 9, 8, 7, 10, 1, 12
Homework solving	25	1	5, 6, 2, 9, 8, 7, 10, 1, 12
Study	58	2.32	5, 6, 2, 9, 8, 7, 10, 1, 12

## Assessment

The evaluation of the subject will be carried out through the completion of two written tests (each one accounts 30% of the final grade), as well as through the completion and presentation of the analysis work of a hospitality company (25%) and of the discussion of practical cases throughout the course (15%). Condition sine qua non to obtain the accreditation of the subject: it will be necessary to have passed (with a grade greater than or equal to 5) both the exams and group work.

If the continuous evaluation is not followed or suspended on the official dates established, a final examination of the subject may be carried out.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
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Analysis of a company	25	1	0.04	4, 5, 6, 9, 11, 1
Case discussions and class participation	15	4	0.16	3, 5, 6, 2, 7, 10, 11, 1, 12
Exam Part 1	30	1	0.04	6, 2, 8, 7
Exam Part 2	30	1	0.04	6, 8, 7

## Bibliography

Teaching material in digital format will be available in the Virtual Campus and in the following books:

Besanko, D., D. Dranove, M. Shanley y S. Shaefer(2010), Economics of Strategy, 5.<sup>a</sup> Ed. John Wiley and Sons, Nueva York

Brealy, R. and Myers, S. (1993): Fundamentos de Financiación empresarial. McGraw-Hill.

Enz, CA (2009) Hospitality Strategic Management: Concepts and Cases, 2da. Ed.,John Wiley and Sons, Nueva Jersey.

Grant, R.M. (2006): Dirección estratégica. Conceptos, técnicas y aplicaciones. Editorial Civitas, Madrid.

Martín Rojo, I. (2020): Dirección y gestión de empresas del sector turístico. 6<sup>a</sup> Edición. Ediciones Pirámide, Madrid.

Veciana, J.M<sup>a</sup>. (1999): Función directiva. Servicio de Publicaciones de la UAB, Bellaterra (Cerdanyola del Vallès).