

Degree programme	Type	Course
Hotel Management	OP	4

Contact lecturer

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Teaching staff

Sebastián Aparicio Rincon

Group languages

You can consult this information at the [end](#) of the document.

Prerequisites

There are no prerequisites

Objectives

This subject is part of a series of courses taught in the Bachelor's Degree in Hotel Management, which are related to business management. Nonetheless, this subject is transversal to the contents of entrepreneurship, and particularly of new business formation and innovation within the context of the tourism sector. The subject is more focused on practical issues, and it seeks to apply the theoretical contents of entrepreneurship and innovation through exercises, applied cases, as well as other complementary activities for entrepreneurship.

By the end of this course, the student will be able to:

1. To know the more relevant theoretical models and the key concepts of entrepreneurship, new business formation and innovation.
2. To know the new business creation process: from the idea identification through the entrepreneurial project.
3. To be able to identify and understand the different resources necessary for the development and progression of any business.
4. To know the characteristics of a successful entrepreneur and how to identify, acquire, and implement personal disciplines and behaviors.
5. To understand and apply knowledge acquired during the course to carry out an entrepreneurial project.

Learning outcomes

1. Develop a capacity for independent learning.

2. Manage communication techniques at all levels.
3. Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
4. Manage and organise time.
5. Work in teams.
6. Plan and manage activities based on quality and sustainability.
7. Demonstrate ethical behaviour in social relations and the ability to adapt to different intercultural situations.
8. Be able to search efficiently for the necessary information.
9. Analyse, summarise and evaluate information.
10. Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.
11. Demonstrate an orientation and culture of customer service.
12. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
13. Plan, organise and coordinate work teams creating synergies and knowing how to put yourself in the place of others when negotiating and managing conflicts.
14. Identify and evaluate new business opportunities in the sector.
15. Identify the resources and skills necessary for setting up new companies.
16. Identify and evaluate innovative alternatives from both a management and an operational viewpoint, as well as their possible applications.

Contents

1. ENTREPRENEURIAL MINDSET AND ATTITUDES TOWARD ENTREPRENEURIAL ACTIVITY

The relevance of entrepreneurship nowadays

SMEs and new ventures in the economy. Business structure and demography.

Manifestations of entrepreneurship

An approach to the research of entrepreneurship: GEM project

Entrepreneurship in the tourism sector

2. THE ENTREPRENEURIAL PROCESS

Phases and elements: entrepreneurship, the idea, the project and the resources

Conditioning factors for entrepreneurship. The institutional theory and the system thinking

The entrepreneurial planning and process

Myths and realities about entrepreneurial activity

Specific characteristics of entrepreneurial process in the tourism sector

3. ENTREPRENEURSHIP AS A PROTAGONIST OF THE ENTREPRENEURIAL ACTIVITY

The entrepreneur: in search of a definition

The entrepreneur and the entrepreneurial team

Entrepreneurial skills

The socio-demographic characteristics of entrepreneurs

The specialization of tourism entrepreneurs

4. FROM THE IDEA THROUGH THE ENTREPRENEURIAL OPPORTUNITY. THE ROLE OF CREATIVITY

The creativity within new business formation

Innovation

The business idea

The business opportunity

Creativity and tourism

5. OTHER FORMS OF ENTREPRENEURIAL ACTIVITY: CORPORATE ENTREPRENEURSHIP

Relevance of corporate entrepreneurship

Corporate entrepreneurship vs independent entrepreneurship

Corporate entrepreneurship forms

Corporate entrepreneurship and innovation in the tourism business

6. THE BUSINESS PLAN

The utility of a business plan, contextual analysis, and the marketing plan

Production and operations plan

Organization, human resources and legal-fiscal plan

Financial-economic plan

The details of the business plan for the case of tourism sector businesses

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Solving applied cases	4	0.16	1, 14, 15
Public presentation of assignments	3	0.12	4, 5, 10, 14, 15
Solving applied cases	4	0.16	10, 14, 16
Advisory activities	7	0.28	14, 15
Reading and class notes	8	0.32	1, 2, 4, 5, 14, 15, 16
Theoretical lectures	12	0.48	10, 14, 15, 16
Assignments	10	0.4	5, 10, 14, 15, 16

Teaching languages: English

The subject is taught based on three teaching-learning methodologies:

a) Methodology of the theory:

Lecturer classes will be taught regarding the different topics of the subject. In some cases, media content will be used (i.e. videos supporting the theory, PowerPoint slides, etc.)

b) Methodology of the applied cases:

There will be presentation and implementation of exercises and applied cases (either individually or in group work) related to the theoretical explanations (some exercises will be out of class). Also, an entrepreneurial project within the context of the tourism sector will be developed.

c) Methodology online (Campus Virtual):

The Campus Virtual platform will be used as a complement of information and alternative way of communication between the Professor and students. Within the Campus Virtual will be found the summarized syllabus, theoretical complementary material in digital format, exercises and cases, website links, etc.

Annotation: within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Entrepreneurial projects and activities	45	10	0.4	1, 2, 3, 4, 5, 6, 9, 10, 11, 12, 13, 14, 15, 16
Presentations, homework, assignments, etc.	15	15	0.6	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16
Exam	40	2	0.08	1, 4, 5, 14, 15, 16

Continuous Assessment

The continuous assessment for this course consists of:

- The completion and presentation/discussion of individual or group exercises and case studies, both in person and online, submitted within the established deadlines. This component accounts for 15% of the final grade.
- The completion of a project based on the development of an entrepreneurial activity in the context of tourism companies (e.g., *Best Entrepreneurial Idea Award*, *Business Plan*, *Entrepreneur for a Day Project*, *Entrepreneurial Attitudes*, *Digital Entrepreneurship*, among others). This component accounts for 45% of the final grade.
- A final examination accounting for 40% of the final grade. The examination will cover both the theoretical content presented during lectures and aspects related to the practical component of the course (up to 5% of this component may consist of student self-assessment).

Single Assessment

Students will be assessed through a comprehensive examination covering all the course contents. The result of this examination will account for 100% of the final grade.

Reassessment

Only students who have obtained a final grade of 3.5 or higher and below 5.0 may sit the reassessment examination (this restriction does not apply to students following the Single Assessment pathway, who are

entitled to reassessment without this minimum grade requirement).

The format of the examinations and/or assessment activities will be determined by the course instructors.

The date and time will be those established in the academic calendar and the Official Academic Schedule of the School (see the examination timetable published on the School's website).

The final grade for the course will be recorded as NOT ASSESSED when the student completes fewer than half of the assessment activities and/or does not sit the final examination.

Use of Artificial Intelligence (AI)

Depending on the nature, learning outcomes, and purpose of each assessment activity, one of the following AI use models will apply. The applicable model will be explicitly stated in the instructions for each assessment activity.

Model 1. Prohibited Use

The use of AI tools is not permitted at any stage of the assessment activity. Any use of AI will result in a grade of 0 for the activity, and the activity will not be eligible for reassessment.

Model 2. Restricted Use

AI may only be used for support tasks (e.g., literature searches, language editing, or translation), subject to the instructor's criteria. Students must clearly identify the tasks or sections in which AI has been used, specify the tools employed, and include a brief critical reflection on how the use of AI has influenced both the work process and the final outcome. Failure to disclose the use of AI transparently will result in a grade of 0 for the activity.

Model 3. Integrated Use

The use of AI as a working tool is permitted, provided that the final submission demonstrates a significant personal contribution, critical thinking, and achievement of the course learning outcomes. Students must also identify the tasks or sections in which AI has been used, specify the tools employed, and include a critical reflection on the impact of AI on both the work process and the final outcome. Failure to disclose the use of AI transparently will result in a grade of 0 for the activity.

Irregularities in Assessment Activities

Any irregularity committed during an assessment activity (academic fraud, plagiarism, or improper use of AI) will result in a grade of 0 for that assessment activity. If passing the course requires obtaining a minimum grade in that assessment activity, or if multiple irregularities occur in the assessment activities of the same course, the final grade for the course will be 0. In addition, disciplinary proceedings may be initiated against any student who commits any of these irregularities.

Bibliography

FERNÁNDEZ, J. et al. (2000): *Manual para la creación de empresas. Cómo emprender y consolidar un proyecto empresarial*, Madrid: Edisofer.

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KIRBY, D. (2002): *Entrepreneurship*. Maidenhead. MCGraw-Hill.

MAQUEDA, F.J. (1991): *Creación y Dirección de Empresas*, Edit. Ariel.

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URBANO, D., APARICIO, S., & AUDRETSCH, D. B. (2019): *Institutions, Entrepreneurship, and Economic Performance*. Switzerland, Springer International Publishing.

URBANO, D. & TOLEDANO, N. (2008): *Invitación al emprendimiento: Una aproximación a la creación de empresas*. Editorial UOC.

URBANO, D. & RODRIGUEZ, L. (2010): *Guia per l'elaboració d'un pla d'empresa*. Departament de Treball. Generalitat de Catalunya.

Other support material in digital format, as well as websites links will be posted at Campus Virtual.

Software

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Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	English	first semester	morning-mixed