



Teaching Guide				
Identifying Data				2023/24
Subject (*)	Business Economics	Code	662G01010	
Study programme	Grao en Turismo			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	2nd four-month period	First	Basic training	6
Language	SpanishGalicianEnglish			
Teaching method	Face-to-face			
Prerequisites				
Department	Empresa			
Coordinador	Mariz Perez, Rosa	E-mail	rosa.mariz@udc.es	
Lecturers	Mariz Perez, Rosa Rodrigues Soares, Jakson Renner	E-mail	rosa.mariz@udc.es jakson.soares@udc.gal	
Web				
General description	The main objective of this subject is to allow students to observe business reality within the tourism sector and interpret it and be able to draw conclusions, both operational and strategic. The content of the subject is structured in three parts. In the first part, the basic concepts about companies, the entrepreneur and the business environment are analyzed. In the second part, fundamental aspects of business management and organization are addressed and, in the last part, aspects related to the financial function are studied.			

Study programme competences	
Code	Study programme competences
A2	Analizar a dimensión económica do turismo.
A5	Converter un problema empírico nun obxecto de investigación e elaborar conclusións.
A6	Ter unha marcada orientación de servizo ao cliente.
A10	Xestionar os recursos financeiros.
A11	Definir obxectivos, estratexias e políticas comerciais.
A12	Dirixir e xestionar (management) os distintos tipos de entidades turísticas.
A13	Manexar técnicas de comunicación.
A26	Planificar e xestionar os recursos humanos das organizacións turísticas.
B1	Capacidade de análise e síntese.
B2	Comunicación oral e escrita en lingua nativa.
B3	Resolución de problemas.
B4	Razoamento crítico.
B5	Compromiso ético.
B6	Aprendizaxe autónoma.
B7	Adaptación a novas situacións.
C1	Expresarse correctamente, tanto de forma oral coma escrita, nas linguas oficiais da comunidade autónoma.
C2	Dominar a expresión e a comprensión de forma oral e escrita dun idioma estranxeiro.
C3	Utilizar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida.
C4	Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida, democrática e solidaria, capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseadas no coñecemento e orientadas ao ben común.
C5	Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.
C6	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C7	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C8	Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.



Learning outcomes			
Learning outcomes	Study programme competences		
To know management techniques	A2 A5 A6 A10 A11 A12 A13 A26	B1 B2 B3 B4 B5 B6 B7	C1 C2 C3 C4 C5 C6 C7 C8
To learn to work in groups	A2 A5 A6 A10 A11 A12 A13 A26	B1 B2 B3 B4 B5 B6 B7	C1 C2 C3 C4 C5 C6 C7 C8
To be able to communicate orally and by writing	A2 A5 A6 A10 A11 A12 A13 A26	B1 B2 B3 B4 B5 B6 B7	C1 C2 C3 C4 C5 C6 C7 C8
Critical thought and analysis	A2 A5 A6 A10 A11 A12 A13 A26	B1 B2 B3 B4 B5 B6 B7	C1 C2 C3 C4 C5 C6 C7 C8
To understand the functioning of a company/organization	A2 A5 A6 A10 A11 A12 A13 A26	B1 B2 B3 B4 B5 B6 B7	C1 C2 C3 C4 C5 C6 C7 C8

Contents	
Topic	Sub-topic
UNIT 2: The Company: Behaviour.	2.1. The company as a nexus of contracts 2.2. Basic behavioural assumptions 2.3. Types of companies



TEMA 3: Business Environment.	<ul style="list-style-type: none"> <li>3.1. General environment factors</li> <li>3.2. Specific environment factors</li> <li>3.3. SWOT and Porter's 5 Forces</li> <li>3.4. The competitive strategy</li> <li>3.5. Social and environmental responsibility</li> </ul>
UNIT 4: Location factors and size of the company	<ul style="list-style-type: none"> <li>4.1. Location factors</li> <li>4.2. The size of the company</li> <li>4.3. Growth strategies: internal and external growth</li> <li>4.4. Cooperation between companies</li> <li>4.5. Multinationals, globalization and relocation</li> </ul>
UNIT 5: Management of companies	<ul style="list-style-type: none"> <li>5.1. Management function: management levels</li> <li>5.2. The management process               <ul style="list-style-type: none"> <li>5.2.1. Planning: stages, objectives and strategies</li> <li>5.2.2. Organization and organizational structure</li> <li>5.2.3. Control: phases, types and tools</li> </ul> </li> <li>5.3. Management and leadership styles</li> </ul>
UNIT 6: Business assets and liabilities; Financial Statements.	<ul style="list-style-type: none"> <li>6.1. Assets and Liabilities</li> <li>6.2. Patrimony elements</li> <li>6.3. Classification of assets and liabilities: Balance Sheet</li> <li>6.4. Profit and Loss account</li> </ul>
UNIT 7: Financial subsystem	<ul style="list-style-type: none"> <li>7.1. Financial function and financial resources</li> <li>7.2. External financial resources in the short term</li> <li>7.3. External financial resources in the long term</li> <li>7.4. Internal financial resources and self financing</li> <li>7.5. Investment projects: criteria to select investment projects: Net Present Value (NPV) and Internal Rate of Return (IRR)</li> </ul>
UNIT 8: Tourism businesses.	<ul style="list-style-type: none"> <li>8.1. Definition of tourism business</li> <li>8.2. The tourism sector</li> <li>8.3. Types of tourism companies</li> <li>8.4. Transport business</li> <li>8.5. Accommodations companies</li> <li>8.6. Distribution: travel agencies</li> </ul>
TEMA 1: The company and the businessman	<ul style="list-style-type: none"> <li>1.1 The company as an economic and social reality</li> <li>1.2 Concept of a business/company.</li> <li>1.3 Elements of a business.</li> <li>1.4 Functioning of a company. Basic areas.</li> <li>1.5 Objectives of a company.</li> <li>1.6 Social Responsibility of a company: CSR and the ethics in business.</li> <li>1.7 The businessman.</li> </ul>

### Planning

Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours
Supervised projects	A2 A5 A6 A10 A11 A12 A13 A26 B1 B2 B3 B4 B5 B6 B7 C1 C2 C3 C4 C5 C6 C7 C8	2	46	48



Guest lecture / keynote speech	A4 A5 A6 A7 A12 A8 A9 A10 A11 A13 A14 A2 A3 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 B12 B13 C1 C2 C3 C4 C5 C6 C7 C8 C9	21	22	43
Case study	A4 A5 A6 A7 A12 A8 A9 A10 A11 A13 A14 A2 A3 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 B12 B13 C1 C2 C3 C4 C5 C6 C7 C8 C9	16	0	16
Oral presentation	A4 A5 A6 A7 A12 A8 A9 A10 A11 A13 A14 A2 A3 B13 B12 B11 B10 B9 B8 B7 B6 B5 B4 B3 B2 C1 C2 C3 C4 C5 C6 C7 C8 C9	2	8	10
Mixed objective/subjective test	A4 A5 A6 A7 A12 A8 A9 A10 A11 A13 A14 A2 A3 B13 B12 B11 B10 B9 B8 B7 B6 B5 B4 B3 B2 C1 C2 C3 C4 C5 C6 C7 C8 C9	1	30	31
Personalized attention		2	0	2

(\*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Supervised projects	Based on the topics covered in the lectures, students will perform in groups the analysis of a company of the tourism sector. Guidelines will be provided at the beginning of the course. The work will be developed by the students, according to the indications that are provided through the personalized attention of the teacher to the different groups.
Guest lecture / keynote speech	The contents of classes make up the theoretical framework of the subject. Oral presentations, guided by the use of powerpoint presentations, audiovisual media and questions addressed to the students will be employed by the lecturer in order to promote student learning.
Case study	The case study activities will deal with real situations focused on the tourism field. In this way, the student will apply the knowledge acquired during the master sessions through active participation and will achieve a greater knowledge of reality. This methodology may be substituted with ApS.
Oral presentation	Student will orally present a concept/theme determined by the lecturer.
Mixed objective/subjective test	Completion of a final exam: a written exam that will deal with theoretical, practical or theoretical-practical aspects developed in the classroom (multiple choice test and two short questions).

Personalized attention	
Methodologies	Description



Case study Supervised projects	<p>The personalized attention described in relation to these methodologies is conceived as those moments of face-to-face work between the student and the teacher. For this reason, student participation is mandatory.</p> <p>The form and time in which they are developed will be indicated in relation to each activity throughout the course according to the work plan of the subject.</p>
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Assessment			
Methodologies	Competencies	Description	Qualification
Case study	A4 A5 A6 A7 A12 A8 A9 A10 A11 A13 A14 A2 A3 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 B12 B13 C1 C2 C3 C4 C5 C6 C7 C8 C9	<p>The following aspects will be assessed:</p> <p>Comprehension of the described situation, taking into account the diversity and complexity of the factors that influence the tourism sector.</p> <p>The depth in the analysis with respect to the theoretical framework proposed in the course.</p> <p>Synthesis capacity and adequate action proposals as response to the situation presented.</p> <p>One item, assigned by the lecturer, will be orally presented in the classroom.</p> <p>This component may be replaced by an ApS with an organization of the environment, if possible.</p>	10
Supervised projects	A2 A5 A6 A10 A11 A12 A13 A26 B1 B2 B3 B4 B5 B6 B7 C1 C2 C3 C4 C5 C6 C7 C8	<p>Originality, methodological rigour, depth of contents and the use of adequate documentary sources will be taken into account.</p> <p>It will be orally presented in the classroom and performed in groups.</p>	20
Mixed objective/subjective test	A4 A5 A6 A7 A12 A8 A9 A10 A11 A13 A14 A2 A3 B13 B12 B11 B10 B9 B8 B7 B6 B5 B4 B3 B2 C1 C2 C3 C4 C5 C6 C7 C8 C9	To pass the course it is necessary to have a minimum of 4 points over 10 in the exam (and, of course, to obtain an overall final grade of 5 points or more over 10).	60
Oral presentation	A4 A5 A6 A7 A12 A8 A9 A10 A11 A13 A14 A2 A3 B13 B12 B11 B10 B9 B8 B7 B6 B5 B4 B3 B2 C1 C2 C3 C4 C5 C6 C7 C8 C9	Groups will orally present in the classroom an item/exercise determined by the lecturer.	10

### Assessment comments



This structure will be used both for the first and the second opportunity (and in advance opportunity) and for both full-time and part-time students.

Thus, for the second chance (and advanced), students who did not pass the subject in the first chance must take the exam on the established date and can revise/improve or carry out the activities of the other components of the evaluation, although the grade of the continuous evaluation is saved from the first opportunity to the second (and, is also saved for the next academic year).

The grade of ?Not Presented? corresponds to students who do not take the exam (all opportunities)

The fraudulent completion of the tests, once verified, will involve the qualification of ?fail? in the call in which the fault is committed and with respect to the subject in which it was committed: the student will be qualified with fail (numerical grade 0) in the corresponding call for the course academic, whether the commission of the offense occurs in the first opportunity or in the second. For this, the UDC will proceed to modify the qualification/grade in the record of the first opportunity, if necessary.

Plagiarism detected in any of the continuous assessment activities (checked with the Turnitin program) will result in a grade of "0" in that assessment component

The "Student with recognition of part-time dedication and academic dispensation of attendance exemption" will be evaluated in the same way.

The subject may be adapted to students who require the adoption of measures aimed at supporting diversity (physical, visual, auditory, cognitive, learning or related to mental health). If this is the case, they must contact the services available at the UDC/at the Center during the official deadlines stipulated prior to each academic term, with the Diversity Attention Unit (<https://www.udc.es/cufie/ADI/apoioalumnado/>); otherwise, with the ADI tutor of the Faculty of Tourism.

According to the different regulations for university teaching, the gender perspective must be incorporated in this subject (non-sexist language will be used, bibliography by authors of both sexes, etc.). Work will be done to identify and modify prejudices, situations of discrimination and sexist attitudes to correct them and promote values of respect and equality.



## Sources of information

<b>Basic</b>	<p>- Ivancevich, J. &amp; Konopaske, R. (2011). Organizational Behaviour and Managemet. Mc Graw-Hill</p> <p>- Batemen, T. &amp; Snell, S. (2013). Management.</p> <p>Guerras Martín y Navas López (2015): La dirección estratégica de la empresa. Teoría y aplicaciones. Ed Thomson-Reuters, Civitas. 5ª edición</p> <p>Parra López y Calero García (2006): Gestión y dirección de empresas turísticas. Ed. McGraw-Hill, Madrid</p> <p>ARANDA HIPÓLITO, A. (1998): "Dirección financiera para empresas turísticas (Inversión y Financiación)". Ed. Centro de Estudios Ramón Areces S.A. Madrid.</p> <p>CASANUEVA ROCHA, C., GARCÍA DEL JUNCO, J. y CARO GONZÁLEZ, F.J. (2000): "Organización y gestión de empresas turísticas". Pirámide. Madrid.</p> <p>SUÁREZ SUÁREZ A.S. (1996): "Curso de introducción a la economía de la empresa". Pirámide. Madrid.</p> <p>BUENO CAMPOS, E, et all. (1997): " Economía de la empresa. Análisis de las decisiones empresariales". Pirámide. Madrid.</p> <p>CUERVO, A. (1996): "Introducción a la administración de empresas". Civitas. Madrid.</p>
<b>Complementary</b>	<p>AGUIRRE SABADA, A. (1992): "Fundamentos de economía y administración de empresas". Pirámide. Madrid.</p> <p>ARANDA HIPÓLITO, A. (1994): "Gestión técnica-económica de hoteles". Ed. Centro de Estudios Ramón Areces. Madrid.</p> <p>DOMÍNGUEZ MACHUCA, J.A., et all. (1990): "El subsistema productivo de la empresa: problemas y fundamentos teóricos". Pirámide. Madrid.</p> <p>SUÁREZ SUÁREZ, A. S. (1998): " Decisiones óptimas de inversión y financiación en la empresa". Pirámide. Madrid.</p> <p>Burgos Pavón, Garbayo Blanch y Alonso Prieto (Coords, 2017): Código Franquicia. Ed Pirámide</p> <p>Bateman y Snell (2013): Management. Ed McGraw-Hill.</p>

## Recommendations

### Subjects that it is recommended to have taken before

Introduction to Economics/662G01002

Introduction to Tourism/662G01009

### Subjects that are recommended to be taken simultaneously

### Subjects that continue the syllabus

### Other comments

(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.