

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

Teaching guide

Area: Business II: Business Organization

Subject: Business Economics

Period: Semester 1

Lecturers:

Dr. Ricard Santomà Vicens

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MODULE: BUSINESS FOUNDATIONS

AREA: BUSINESS II: BUSINESS ORGANIZATION

SUBJECT: BUSINESS ECONOMICS

CODE: BA2EMP-II

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 1

CREDITS: 6 ECTS

1. Subject objectives

The course and its content touches on the professional fields related to business activities focusing on the touristic sector. It provides with definitions, concepts and key economy issues linked to business for a comprehensive understanding of the real world.

The main objective of this course is to familiarize students with the different disciplines of Business Economics and particularly those related to production and operation analysis, the organization of a company and the Corporate social responsibility.

This introductory overview will be developed further on other specific courses such as Human Resources and Marketing.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G09 - Sensitivity and intercultural awareness: understands and interprets the influence of culture on the values and behaviours of individuals and organizations.

G11 - Planning and organization: reflects a constant concern for minimizing uncertainty in the environment and comply with established quality parameters.

G12 - Development of Organizational Culture: understands the relationships and lines of action within the organization.

Specific

E01 - Understand and analyze the economic dimension of tourism

E05 - Identify and manage areas and tourist destinations in accordance with the principles of sustainability.

E13 - Lead and manage the various types of tourism organizations.

3. Content

Session 1: Unit 1: The tourism business. 1.1. Introduction to business economics 1.2. A business: concept, elements, functions, kinds and environment.

Session 2: Unit 2. Costs of a tourism business. 2.1. The production function 2.2. Concept of cost.

Session 3: 2.3. The costs function 2.4. Costs analysis.

Session 4: 2.5 The break-even point.

Session 5: Costs of a tourism business: Practice (1).

Session 6: Costs of a tourism business: Practice (2) .

Session 7: Unit 3. The location and dimension of a tourism business. 3.1. Location decisions 3.2. Determining the location.

Session 8: 3.3. Location models 3.4. The dimension of a business.

Session 9: The location and dimension of a tourism business: Practice (1).

Session 10: The location and dimension of a tourism business: Practice (2).

Session 11: Unit 4. The tourism production subsystem. 4.1. The production system. 4.2 Production features of service business .

Session 12: 4.3 Production goals 4.4. Production decisions 4.5. Programming production .

Session 13: The tourism production subsystem: Practice (1).

Session 14: The tourism production subsystem: Practice (2).

Session 15: Unit 5. The financial subsystem 5.1. Financial functions 5.2. Financing subsystem.

Session 16: 5.3. Investment subsystem .

Session 17: 5.4. Investment analysis methods.

Session 18: The financial subsystem: Practice (1).

Session 19: The financial subsystem: Practice (2).

Session 20: Unit 6. The commercial subsystem 6.1. Research and market segmentation 6.2. The marketing mix.

Session 21: Unit 7. 7.1 The new CSR environment in the company..

Session 22: 7.2 Conceptual framework of the three sustainability axes: the sustainable value chain.

Session 23: 7.3 Corporate responsibility and human rights.

Session 24: 7.4 How to implement CSR in the company: from sustainability to shared value.

4. Teaching methodology

Plenary Lectures. Each topic would be introduced by the professor: The lectures would be open to debat with students, to discuss the current situation of firms in the touristic market. Theoretical concepts will be discussed using real examples from firms, and anytime it is possible firms that are operating in the touristic sector.

Practical Exercises. The syllabus contains many technical tools that business managers have to apply: inventory systems valuation, the finding of the break-even point, valuation of investments, finding the rate of return and basic marketing analysis. So almost each week students would be doing exercises in class and at home to learn from practice how to apply these techniques.

Supervised Projects. Corporate social responsibility

5. Assessment activities

Regular examination call

- **Business analysis in the tourism sector (Oct, 21/2019)**

Academic Work (Group - 15%)

Evaluated competences: B1, B2, B3, B4, G9, G11, G12, E1, E5

- **Event plan (Nov, 28/2019)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B3, B4, G9, G11, G12, E1, E5

- **Corporate social responsibility (Dec, 09/2019)**

Supervised project (Individual - 15%)

Evaluated competences: B1, B2, B3, B4, G9, G11, G12, E1, E5

- **Final Exam (Dec, 18/2019)**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, G9, G11, G12, E1, E5, E13

- **Continuous assessment: exercises and problems done in class**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B3, B4, B5, G9, G11, G12, E1, E5

To pass the subject students need to obtain at least a 4/10 in the Final Exam and the Continuous assessment.

Resit examination call

- **Exercises and problems (Jan, 21/2020)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B3, B4, B5, G9, G11, G12, E1, E5,

- **Final Exam (Jan, 21/2020)**

Final exam (Individual - 40%)

Evaluated competences: B1, B2, B3, G9, G11, G12, E1, E5, E13

- **Corporate social responsibility (Jan, 21/2020)**

Supervised project (Individual - 15%)

Evaluated competences: B1, B2, B3, B4, G9, G11, G12, E1, E5

- **Event Plan (Jan, 21/2020)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B3, B4, G9, G11, G12, E1, E5

- **Business analysis in the tourism sector (Jan, 21/2020)**

Academic Work (Individual - 15%)

Evaluated competences: B1, B2, B3, B4, G9, G11, G12, E1, E5

To pass the course the mark in the Final Exam must be equal to or greater than 4/10 points.

The marks obtained in the ordinary call corresponding to the supervised project and the academic work will be kept if they were equal or above 4/10 of each. If this is not the case it will make individually and with a maximum mark of 7/10.

Repeating students without attendance: regular examination call

- **Business analysis in the tourism sector (Dec, 18/2019)**

Case analysis (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, G9, G11, G12, E1, E5

- **Event plan (Dec, 18/2019)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, G9, G11, G12, E1, E5

- **Final Exam (Dec, 18/2019)**

Final exam (Individual - 60%)

Evaluated competences: B1, B2, B3, G9, G11, G12, E1, E5, E13

It is required to obtain at least 5/10 in the Final Exam to make average with the rest of the marks

Repeating students without attendance: resit examination call

- **Business analysis in the tourism sector (Jan, 21/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, G9, G11, G12, E1, E5

- **Event plan (Jan, 21/2020)**

Academic Work (Individual - 20%)

Evaluated competences: B1, B2, B3, B4, G9, G11, G12, E1, E5

- **Final exam (Jan, 21/2020)**

Final exam (Individual - 60%)

Evaluated competences: B1, B2, B3, G9, G11, G12, E1, E5, E13

It is required to obtain at least 5/10 in the Final Exam to make average with the rest of the marks.

The marks obtained in the ordinary call corresponding to the supervised project and the academic work will be kept.

Follow-up meetings

Week 3

Week 7

Week 13

6. Bibliography

Mandatory readings

Nahmias, S. (2008) Production and Operations Analysis. Ed. McGraw-Hill / Irwin Series Operations and Decision Sciences; 6 edition See chapters/pages1-7

Recommended readings

Martín-Rojo, I. (2009) Dirección y gestión de empresas del sector turístico. Madrid: Ed. PirámideSee chapters/pages1-7

7. Lecturer/s

Dr. Ricard Santomà Vicens (Head lecturer) - ricard.santoma@htsi.url.edu

8. Observations

- * Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.
- * Academic norms and regulations is an obligation for all the members of the academic community in the faculty.
- * Classes will begin on time and students will not be admitted to class after 5 minutes from the starting time.
- * 70% Minimum Attendance required, unless specific authoritation from the teacher