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| Code-Course | 064218 - Leadership and entrepreneurial development in the tourism industry | | | | |
| Year | 4th | Credits | 6 cr ECTS | | |
| Thematic Area | Business Organization and Human Resources Management | | Course Type | Compulsory Subject | |
| In-class hours | 48 hours | Teacher-led learning hours | 48 hours | Individual work hours | 54 hours |

BRIEF COURSE DESCRIPTION

Good management means mastering skills that help the optimization of decision-making processes to be able to solve problems effectively; such skills include being able to identify pros and cons in decision-making and assessing possible side-effects in the fastest and most efficient way; other skills are for instance being able to face a negotiation process effectively while maintaining the right climate.

Business executives must have excellent academic training but also very defined skills to motivate employees. In this sense, this course aims to work on competencies such as assertiveness and emotional intelligence in a way that allows students to manage teams better and gives them a competitive edge when applying for a managerial position.

Additionally, the subject provides students with the necessary tools to develop their entrepreneurship and intra-entrepreneurship skills as a mechanism for personal and professional development.

BASIC SKILLS

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

SS02- Analyze the economic aspect of tourism at the international level.

SS03- Understand the global tourism system and the evolutionary nature of its components' characteristics.

SPECIFIC SKILLS

SS15- Plan, organize, manage, and control different types of tourism organizations.

LEARNING OBJECTIVES

1. Understand the importance of managerial skills for the direction, organization and leadership of teams in companies and tourism organizations.
2. Develop an entrepreneurship project where the scientific methodologies of tourism research are applied, which help the formulation and implementation of competitive strategies.
3. Carry out entrepreneurial projects taking into account their economic-financial component of tourism organizations.
4. Develop the entrepreneurship project using information and communication technologies.

ACADEMIC CONTENTS

- 1. The communication within the company. Communicate the project.**
 - 1.1. Oral communication in the company
 - 1.2. Written communication in the company
 - 1.3. How to synthesize the communication to be transmitted
 - 1.4. Efficient presentations
- 2. Entrepreneurs and pro activity**
 - 2.1. Entrepreneurship: create a company or an attitude for professional and business life?
 - 2.2. Entrepreneurship: Business idea, entrepreneur profile
 - 2.3. Intrapreneurship: Entrepreneurship in their own position.
 - 2.4. Entrepreneurship cases
- 3. Entrepreneurship and effective negotiation**
 - 3.1. The ideal negotiator
 - 3.2. Information as a basis of power
 - 3.3. Time as a skill



3.4. Strategy and tactics

3.5. The style of trading

3.6. Stages in the negotiating process

4. Topic Motivation strategies Labor performance

4.1. Individual and behavior

4.2. The influence of emotions at work

4.3. Emotional intelligence

4.4. Stress and occupational health. Burnout & Engagement

4.5. Basic concepts of work behavior

4.6. Decision making and problem solving

5. Leadership skills and management tools

5.1. Difference between boss and leader

5.2. Leader skills

5.3. Leadership techniques

5.4. Management styles

5.5. Analysis of the worker's level of development

5.6. Management skills training

6. Entrepreneurship and Management of Work Teams

6.1. Difference between groups and teams

6.2. The importance of the team

6.3. Phases of equipment development

6.4. Teamwork skills

6.5. Group leadership functions

6.6. Conflict management



LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

| Activities | Type | Continuous | Single | Week deadline |
|--------------------------|------------|------------|--------|---------------|
| Work behavior case study | Individual | 10% | 15% | Week 10 |
| Leaders Vs managers. | Group/ind | 15% | 15% | Week 13 |
| Business Plan | Group/Ind | 17% | 20% | Week 7 |
| Negotiation | Individual | 8% | 10% | Week 8 |
| Class participation | Individual | 10% | 0% | Week 15 |
| Individual Final Exam | Individual | 40% | 40% | |
| | TOTAL | 100% | 100% | |

To pass the subject it is mandatory to obtain a minimum score of "5" in the final individual test/s.

Review and Reassessment of the Course

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

After the reassessment, the maximum grade is 5.0 in the overall course.



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Extension bibliographic resources:

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Amoros Diaz, León: (2007) Toma de decisiones para negocios: casos prácticos, Edición electrónica gratuita. Texto completo en www.eumed.net/libros/2007a/

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Fernández Aguado, J. and O. Peñalver Martínez (2005). Feelings Management: Una aplicación práctica. La gestión de los sentimientos organizativos. Madrid, Minvalue-ISavia.

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COURSE CONTENT

Bachelor's Degree in Tourism

Malhotra, D., y Bazerman, MH (2008). Influencia psicológica en la negociación: una introducción largamente vencida.

Martín Rojo, I. (2004). Dirección y gestión de empresas del sector turístico. Madrid, Ediciones Pirámide.

Nickson, D. (2007). Human Resource Management, for the hospitality and tourism industries. Oxford, Elsevier Butterworth-Heinemann.

Olmos, J., & Arrayales, J. O. (2007). *Tu potencial emprendedor*. Pearson Educación.