



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064536 - Business Expansion: strategies and models in tourism enterprises		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Business and Tourism Services	Course Type	Optional Subject

BRIEF COURSE DESCRIPTION

This subject provides the basics for analyzing, justifying and implementing an expansion plan from a strategic, operational and management perspective. Based on the different models of expansion of the tourist business (especially in the retail and catering sectors), different methodologies are presented to determine the viability and size of the expansion. We will also work on aspects such as real estate management aspects of commercial premises (renting, subleasing or buying and selling); finally, the focus will shift towards location criteria of tourist businesses (commercial and economic, legal and technical criteria) for the best approach to decision-making.

This subject provides the basics for analyzing, justifying and implementing an expansion

BASIC SKILLS

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

GS02- Have business vision.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.



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SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services, and projects.

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

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.