



IDENTIFYING DATA

Company: Direction and Management of tourism entities II

Subject	Company: Direction and Management of tourism entities II			
Code	004G240V01203			
Study programme	(*)Grao en Turismo			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	2nd
Teaching language	Spanish Galician English			
Department				
Coordinator	del Río Rama, María de la Cruz			
Lecturers	del Río Rama, María de la Cruz			
E-mail	delrio@uvigo.es			
Web				
General description	Understanding of the concepts related with the Administration of Companies, Planning, Organisation, Management and Control and his application to real decisions. Nature, contents and purpose of the work of a director			

Competencies

Code	
A1	Students need to show they have acquired and understood the knowledge in a field of study underpinned by general secondary education and which is usually at a level which-while drawing on advanced text books-also includes certain aspects that imply being familiar with the cutting edge of this field of study.
A2	Students need to be able to apply the knowledge acquired to their work or vocation in a professional manner, and should have the skills normally demonstrated through the ability to develop and defends points of view and to solve problems related to their field of study.
A3	Students should be able to collect and interpret relevant data (usually within their field of study) in order to make judgements that include a reflection on the relevant social, scientific or ethical issues.
A4	Students should be able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.
A5	Students should have developed the necessary learning skills in order to continue studying with a high level of autonomy.
B1	Skills in handling ICT in order to look up and make use of information
B3	The ability to critically interpret data and text
B5	Oral and written communication skills.
B6	Mobility and adaptability to different contexts and situations.
B7	The ability to work both in teams and individually
B8	Capacity for learning and independent work
C1	Understand and interpret knowledge related to the economic agents which intervene in tourism and the relationships established among them
C5	Understand and interpret knowledge related to the management basics of tourism enterprises: Internal economic problems and the relationships between the different subsystems.
C10	Analyse and assess the impact of tourism
C11	Identify the operational processes in tourism enterprises
C12	Understand the behaviour of people in tourism enterprises and apply techniques and methodology related to personnel management
C13	To be able to evaluate alternatives in the planning, management and control of tourist companies, as well as make strategic decisions.
D1	Responsibility and the capacity to take on commitment
D3	Creativity
D4	Entrepreneurship.

Learning outcomes			
Expected results from this subject	Training and Learning Results		
Obtain the necessary knowledges that him *capaciten for the Strategic Management (strategy, production and procurement) and Financial Management of the Tourist company	A1	C1 C5	
Apply the theoretical knowledges purchased	A2	B3	C10 C11 C12 C13
Use the necessary Tics for the handle and obtaining of information and notable data for the taking of decisions	A3	B1	
Handle properly the capacities purchased related with the development of his aptitudes, necessary to exert the profession in the tourist sector	A4 A5	B5 B6 B7 B8	D1 D3 D4

Contents

Topic

Brief description of the contents: understanding of the concepts related with the Administration of Companies, Planning, Organisation, Management and Control and his application to real decisions. Nature, contents and purpose of the work of a director

It SPLITS I: THE MANAGEMENT OF TOURIST COMPANIES-STRATEGY, PRODUCTION And PROCUREMENT

SUBJECT 1: THE STRATEGIC MANAGEMENT OF THE TOURIST COMPANY

SUBJECT 2: THE MANAGEMENT OF THE PRODUCTION IN THE TOURIST COMPANY

SUBJECT 3: THE MANAGEMENT OF THE PROCUREMENT IN THE TOURIST COMPANY

It SPLITS II: FINANCIAL MANAGEMENT OF TOURIST COMPANIES

SUBJECT 4: FINANCIAL SOURCES IN THE TOURIST COMPANY

SUBJECT 5: METHODS OF ANALYSIS And SELECTION OF INVESTMENTS. APPLICATION To THE TOURIST COMPANIES

Planning

	Class hours	Hours outside the classroom	Total hours
Troubleshooting and / or exercises	15	0	15
Group tutoring	3	0	3
Master Session	29	0	29
Jobs and projects	0	27	27
Short answer tests	2	69	71
Case studies / analysis of situations	0	5	5

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

Methodologies

	Description
Troubleshooting and / or exercises	Activity in which they formulate problems and/or exercises related with the *asignatura. The student has to develop the suitable or correct solutions by means of the *ejercitación of routines, the application of formulas or algorithms, the application of procedures of transformation of the available information and the interpretation of the results. It is used to use as I complement of the lesson *magistral.
Group tutoring	You interview that the student is supported by the *profesorado of the *asignatura for advice/develop of activities of the *asignatura and of the process of learning.
Master Session	Exhibition by part of the professor of the contents on the matter object of study, theoretical bases and/or guidelines of a work, exercise or project to develop by the student.

Personalized attention

Methodologies Description

Group tutoring	It will attend to the students for the resolution of doubts of individual form or in group (*presencialmente, by mail or *Skype)
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Assessment

	Description	Qualification	Training and Learning Results		
Jobs and projects	Realisation of an autonomous work in group. It will elaborate along all the *cuatrimestre and will present at the end of the same.	25	A1 A2 A3 A4 A5	B1 B3 B5 B6 B7 B8	D1 D3 D4
Short answer tests	Evaluation of the knowledges- ask theory and practical exercises.	70	A1		C1 C5 C11 C12 C13
Case studies / analysis of situations	Realisation of practical cases or analysis of situations.	5	A2 A4	B3 B5	C10 C11 C12 C13

Other comments on the Evaluation

- No face-to-face, with a final examination that will be able to include theoretical contents and/or practical by means of questions that will be able to be type test, short, of development, or practical cases. This proof is headed to to value the understanding of the concepts purchased in the *asignatura, supposing 100% of the note, and will evaluate in addition to the concepts of the matter, the clarity in the exhibition and the grammatical and orthographical utilisation correct in those parts that require it.

- Face-to-face, the concretion of the activities will depend to a large extent of the number of students, means to work in group, etc. These proofs of continuous evaluation will be headed to to value the activities realised by the student along the development of the classes, in which it will value the correct realisation of the tasks entrusted, that will be able to consist in the resolution of questionnaires, practical cases, works *individualizados or in group, and the realisation and oral exhibition of works of some agreed subjects with the professor. In this block of face-to-face qualification will be able to value the participation of the student.

- The concrete characteristics of the final examination, so much in the face-to-face evaluation (announcement Julio) as in the no face-to-face, will be detailed by part of the professors of the *asignatura (in class and through the platform Fear) with anticipation to the same and in the frame of the legal terms established by the University of Vigo.

- The students to approve the *asignatura have to obtain by one or another system of evaluation an equal or upper qualification to 5 points, being compulsory in all the cases surpass the final examination (or the partial in case to be offered).

- In all the examinations will be compulsory to identify of official way (*DNI, Passport or official substitutive document) and is forbidden the possession of mobiles, *smartphones, or any another electronic device, even being these turned off or in rest. Break these two conditions will invalidate the announcement to which was *concurriendo.

- The dates and schedules of the proofs of evaluation of the different announcements are the specified in the calendar of proofs of evaluation approved by the *Xunta of Centre for the course 2017-2018. In the case of conflict or disparity between the dates of the examinations will prevail the distinguished in the page web of the *FCETOU.

Sources of information

Basic Bibliography

Raquel Arguedas y M^a Teresa Nogueras, **Planificación, Dirección y Gestión Financiera de Empresas Turísticas**, Editorial Universitaria Ramón Areces, 2007

Inmaculada Martín Rojo, **Dirección y Gestión de Empresas del sector Turístico**, Ed. Pirámide, 2000

Complementary Bibliography

Eduardo Parra López; Francisco Calero García, **Gestión y Dirección de Empresas Turísticas**, Ed. McGraw Hill, 2006

Cristóbal Casanueva Rocha; Julio García del Junco; Francisco Javier Caro González, **Organización y Gestión de Empresas Turísticas**, Editorial Pirámide, 2000

Recommendations

