

**COURSE DATA****Data Subject**

<b>Code</b>	35099
<b>Name</b>	Companies and their setting
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2021 - 2022

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1317 - Grado de Turismo	Faculty of Economics	1	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1317 - Grado de Turismo	4 - Business	Basic Training

**Coordination**

<b>Name</b>	<b>Department</b>
MARTINEZ PEREZ, JUAN FRANCISCO	105 - Business Administration 'Juan José Renau Piqueras'

**SUMMARY**

*Companies and their environment* is a basic training subject, taught in the second term of the first year of the Degree in Tourism. It comprises six ECTS credits, and is part of the Business Organization area.

To respond to the demands of the Degree, a curriculum is proposed that provides students with the basic knowledge necessary to understand the operation of companies and to initiate them in their management, and that enables them to study the subjects, both compulsory and optional, of higher courses.

This subject aims to analyze and understand companies considering them from a broad perspective, which allows us to conceive them as a technical and economic unit, as a socio-political unit and as a decision unit. Thus, their conception as a technical and economic unit is linked to the approach that companies have in subjects related to areas such as Economic Analysis, Accounting, Finance or Quantitative Methods (Mathematics and Statistics). Their conception as a socio-political unit entails the need to establish mechanisms that facilitate coordination and consensus among the different groups that come together in companies. Their conception as a decision unit implies the need to direct, plan, organize and control the different people that are part of them and the activities to be carried out to obtain the objectives that have been established. This conception is more present in the subjects of areas such as Business Organization.



The subject contents are structured along nine topics and can be divided into two broad parts: the first being about basic business concepts (company and business owner, types of companies, companies and environment, decision making and business objectives, evolution and development of the company) and the second focusing on the main business functions (functional areas and their relationships).

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

No previous knowledge requirements.

## OUTCOMES

### 1317 - Grado de Turismo

- Lead and manage the different types of tourism entities.
- Know the operating procedures in the area of accommodation.
- Know the operating procedures in the area of catering.
- Know the operating procedures in the area of intermediation companies.
- Demonstrate motivation for quality.

Students are expected to be able to:

- Know the concept of company and entrepreneur.
- Identify and classify companies according to different typologies.
- Know the main functional areas and recognize the systemic nature of companies.
- Interpret the influence of the environment on tourist organizations.
- Know the main strategies available in business management.
- Summarize information in a written report, as well as analyze it by using concepts, techniques and models from the field of Business Management.
- Transmit information orally to other people in an interesting, creative and convincing way.
- Make an efficient use of team work to search, analyze and summarize complex and manifold information by improving creativity.



## DESCRIPTION OF CONTENTS

### 1. BUSINESS ORGANIZATIONS AND BUSINESS MANAGEMENT

- 1.1. The business organization: concept and elements
- 1.2. The business organization as a system
- 1.3. Business management
- 1.4. Types of business organizations

### 2. ENTREPRENEURSHIP, MANAGEMENT AND CORPORATE GOVERNANCE

- 2.1. Concept of ownership and management: entrepreneur and business manager
- 2.2. Business management: roles and levels
- 2.3. Corporate governance

### 3. THE COMPANIES ENVIRONMENT

- 3.1. Definition of environment
- 3.2. General environment
- 3.3. Competitive environment
- 3.4. Types of environments
- 3.5. Introduction to corporate social responsibility (CSR)

### 4. THE FIRM'S EVOLUTION

- 4.1. Creation of companies
- 4.2. Development of companies: growth directions
- 4.3. Development of companies: modes

### 5. OPERATIONS MANAGEMENT, QUALITY AND INNOVATION

- 5.1. Operations management.
- 5.2. Quality: concept, management approaches and quality costs.
- 5.3. Innovation management.

### 6. HUMAN RESOURCES MANAGEMENT

- 6.1. HR Uptake
- 6.2. HR Motivation
- 6.3. HR Development
- 6.4. Support functions

### 7. MARKETING AND FINANCIAL MANAGEMENT

- 7.1. Commercial and marketing function
- 7.2. Finance function

**8. THE GENERAL MANAGEMENT FUNCTION**

- 8.1. Planning and control
- 8.2. Organization
- 8.3. Management and leadership

**9. OBJECTIVES SETTING AND DECISION MAKING**

- 9.1. Goal concept
- 9.2. Design of the goal system: mission, general and operational goals
- 9.3. The decision-making process
- 9.4. Types of decisions

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of group work	20,00	0
Development of individual work	15,00	0
Study and independent work	55,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

Within the teaching-learning process of the subject *Companies and their setting*, different teaching methods will be used. On the one hand, expositive didactic forms for theory lessons, although other teaching methods will be used as well - didactic forms of participation - that seek the involvement of students in the teaching-learning process. This second type of methods favors the interaction between the teacher and students as well as between students themselves, and are adequate for the development of generic competences. The methodology will be the following:

*Theory lessons:* Combination of brainstorming with master classes to introduce new contents. On the one hand by using brainstorming we pretend students link new knowledge to their previous knowledge, on the other hand master classes allow us to consolidate the new knowledge. So it facilitates a significant learning experience and gets students a more active role in the teaching-learning process, allowing them to become more autonomous.

For each unit, the teacher will facilitate students (through Moodle) a lesson guide and the references that will allow them to study and to build their own study materials. Through this procedure we want students to develop the next generic competencies: critical thinking skill, ability to search and analyze information, self-learning skill and ability to use new information technologies.



*Practical lessons:* allow students to put into practice the knowledge acquired in theory lessons, as well as enhancing their ability to teamwork and interpersonal communication skills. At the same time, these sessions are expected to improve the students' ability to organize and plan their own work. During practice sessions, the case study method will be used, solving real cases individually or/and in groups. Other forms of teaching will also be used, such as the analysis and discussion of readings in class or role-playing.

Following the article 6.9. of the assessment and qualification norms of the University of Valencia, the practice-oriented lectures/practical lessons are of compulsory attendance. It will be considered that a student has accomplished with this obligation if he/she attends at least 80% of the hours of the practice-oriented lectures and has properly justified the lack of attendance to the rest of the lectures.

## EVALUATION

### FIRST CALL:

- **Summary test (60% final grade).** Summary tests (exams) main function is assessing the achievement of training goals. The written test can include both, questions with options and open questions. Anyway, questions can be referred to theoretical or practical contents. This exam will be carried out on the official date fixed by the Faculty of Economics. A grade equal to 5 or higher (out of 10) is necessary to pass the subject.
- **Continuous assessment (40% final grade).** This part will assess the evolution of students in their acquisition of specific skills or competencies, generic skills and social skills proposed in this teaching program. Continuous assessment includes different components such as active participation and individual and group work (including presentations). The teacher, throughout the course, will ask students to submit activities to be individually evaluated and / or in groups. Likewise, the participation in the different activities proposed by the teacher will be valued, such as the analysis and discussion of readings or videos or, if it were the case, the attendance to conferences or seminars. Finally, the realization of a monographic group work will be evaluated. In addition, the expositions of the main conclusions of the work will be valued in order to verify the oral communication ability of the student. The continuous assessment is composed of two parts:

- 1) Presentations and participation (10%). This component will not be recoverable in second call.
- 2) Delivery of assignments (30%) . This component will be recoverable in second call.

The final grade of the student will be the result of the weighted sum of the marks obtained in the synthesis exam and the continuous evaluation, as long as the first part has been passed.

### SECOND CALL:



When the student fails in first call, he/she will have to do the exam again in second call, in the date that the center indicates. It will consist of a test of synthesis of the same characteristics as those of the first exam. The exam will be completed with tests that will allow evaluating, when they exist, the continuous assessment activities classified as recoverable. In this second call, the grades of non-recoverable continuous evaluation activities will be maintained. If the student passes the exam of first call, but fails the evaluation (because a failed continuous evaluation) he/she must repeat the exam in second call.

## REFERENCES

### Basic

- Iborra, M., Dasí, A., Dolz C. y Ferrer, C. (2014): Fundamentos de Dirección de Empresas. Conceptos y habilidades directivas. Ed. Thomson, Madrid
- Lloria, M.B. y Mohedano-Suanes, A. (2017): Introducción a la Dirección de Empresas. Casos prácticos. Ed. Pearson. Madrid.
- Martín de Castro, G.; Montoro Sánchez, M.A. y Díez Vial, I. (2016): Fundamentos de administración de empresas. 3ª Edición. Thomson-Reuters: Civitas. Cizur Menor Navarra.

### Additional

- Casanueva, C y Gallego, M.A. (2016): Empresas y organizaciones turísticas. 3ª Edición. Ediciones Pirámide. Madrid.
- Gallego, M.A. y Casanueva, C. (2016): Dirección y organización de empresas turísticas. 2ª Edición. Ediciones Pirámide, Madrid.
- Martín, I. (2014): Dirección y gestión de empresas del sector turístico. Ediciones Pirámide, Madrid.
- El profesorado podrá recomendar referencias complementarias durante el curso.

## ADDENDUM COVID-19

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

### DEGREE IN TOURISM

#### 1. Contents

The contents initially set out in the teaching guide have been maintained.

#### 2. Volume of work and temporary planning of teaching



The attendance in the theory and practice sessions will be always adjusted to the regulations that the Faculty of Economics and the University of Valencia establish, according to the health situation. When, in accordance with said regulations, they cannot be face-to-face, they will be taught online synchronously and / or asynchronously. However, the weight of the different activities that add up to the hours of dedication in ECTS credits marked in the original teaching guide is maintained.

### **3. Teaching methods**

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

### **4. Evaluation**

In the event that a new University of Valencia rule makes it necessary to take the synthesis test, from the first and/or second call, in a non-presential way, this test will be taken through the virtual classroom (aulavirtual).

### **5. Bibliography**

The recommended bibliography is maintained as it is available.